

VARIETY

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SHOWBOAT-'34 STYLE

Railroads Guarantee Mob Scenes As Come-on to Headliner Clients

Chicago, March 19.

Railroads are making a strong bid for show business travellers, contacting theatres, radio studios and picture companies to offer stars every inducement to use their lines in the hope of getting a free ride in the newspaper columns.

Chicago as a terminal point with its changing of trains for east and west journeys is being used by the railroads for their publicity try. Lines are guaranteeing the stars that there will be crowds at the stations to see them arrive and depart. Railroads go to considerable expense to guarantee these mobs and use a portion of their office help for the crowd noises. They post notices on bulletin boards with lists of girls and office boys who must be at the stations to greet or wave goodbye to certain trains. Railroads usually rotate the office help on this station assignment so as not to have the same faces at the depot day after day.

FILM BUG BITES SON OF PRES. CLEVELAND

Boston, March 19.

Francis Grover Cleveland, son of the former President and a well-known stock leading man hereabouts, is going into pictures. Classmate of John Davis Lodge at Harvard, he is like Lodge also a lawyer; and also like Lodge, he married a beautiful stage dancer. And in both cases it was the wife's urging that he try a film career.

Cleveland is 29, 5 feet 11, weighs 165, and is dark and slender. In interview he said he thinks the legit is about dead.

Conrad Nagel helped the young actor make coast contacts. His mother, Mrs. Frances Cleveland Preston, was one of the chief sponsors of her son's theatre enterprise, "The Barnstormers."

Comedie Francaise Will Broadcast Plays

Paris, March 19.

Comedie Francaise, after a meeting of its director, Emil Fabre, with managers of Opera, Opera Comique and Odeon, has decided to let its plays be broadcast.

Movement is on foot, however, in view of threatened cut of subsidies, to make state radio pay the theatre for the privilege.

Decision is especially surprising inasmuch as the Comedie has for years been fighting talking pictures, occasionally permitting its actor-members to make them, but always only after a struggle.

O. O. McIntyre Symphony

San Francisco, March 19.

NBC's musical director, Meredith Willson, has written a musical suite, 'O. O. McIntyre,' based on Odd's column, and given its debut on a trans-continental show last week.

Willson penned the suite in three movements, 'Thingumbobs,' 'Thoughts While Strolling' and 'Local Boy Makes Good,' winding up with 'New York Day by Day.' Author couldn't find any musical description for O. O.'s purple shirts.

TALK WARBLERS TRADE UNION

Hollywood, March 19.

With the object of uniting singers for pix, radio, vaude, opera and musical comedy into a nationwide organization along lines of Actors' Equity and American Federation of Musicians, Singers Guild, local American Federation of Labor affiliate is in correspondence with warblers' organizations throughout the country and labor officials.

Definite action is up to Associated Actors and Artists of America, from (Continued on page 57)

Miners Getting Acts In Northern Gold Fields

Winnipeg, March 19.

Miners in northern Manitoba's gold fields are getting something besides pictures these days, with stage acts now being booked up to the Northland theatre at Flin Flon, center of the province's newest mining activity north of 54.

First live talent to hit this frozen north was Fay Baker, fanner, who struck the mining town in 40 below weather.

Harold Hutchings, Fay Baker's manager and booker of the house, next tried a local radio harmony act, Sweethearts of the Air (Stacey Sisters and Olive Garrard). Stood 'em up at the Northland first week and were held over.

MANAGER'S SURPRISE

Utica, March 19.

When Bert Leighton, city manager for Warner Brothers, read a news item about a student missing from Colgate University it was just another story to him.

But when the youth returned, Leighton discovered that the student, Karl Schmidt, had eloped with his daughter, Josephine.

ON THE OCEAN WITH STOCK COS.

Permanent Casts of 12 to 53
with Specialty Acts—
M.C.'s, Films, Concerts
and All the Trimmings

SHOW BIZ EVOLUTION

By ABEL GREEN

The steamship lines are now in show biz. And how!

Instead of Cap'n Andy's Cotton Blossom plying the Mississippi it's now a de luxe 30,000-ton vessel with all the swank accoutrements of transatlantic travel, French cuisine, vintage wines—and a nightly ship-board entertainment on a floating palace which makes the Mississippi River showboats appear as kindergarten entertainments.

As Show Boating in the 1934 manner has been evolved, the s.s. lines—chartered by the tours' producers—are equipped with a permanent cruise show that's at a minimum of 12 and runs up to 53 persons. They're merely the permanent corps of entertainers, lecturers, platform singers, dramatic stock, and m.c., all exclusive of the variety talent which varies with each cruise. These supplementary acts are booked for each cruise and there's a writing list because it's a deadhead vacation for the talent with all expenses paid, including tips to their cabin and dining room stewards, boots, et al.

Only thing is that the likker must be defrayed individually as the tours' company does not share with the line on the income to the bar; (Continued on page 59)

Not Even Rubinoff

High spot at the Lambs Gambol Saturday night (17) came when Al Jolson began good-naturedly kidding radio, with M. H. Aylesworth and David Sarnoff in the audience. He told both, directly addressing 'em, he didn't care what they thought because he was on his own and among friends at this party and they couldn't blue-pencil his material.

Then he spoke about NBC efficiency. New NBC building is so hotcha in expert high-hattedness that musicians have to use a special elevator, like freight. Mischa Elman, Jolson said, arrived one day last week and was shunted by the ushers to the rear musicians' elevator. 'But I'm Misch Elman,' he expostulated, according to Al. 'I'm broadcasting tonight.'

'I don't care if you're Rubinoff,' Jolson quotes the usher as saying. 'The back elevator for fiddlers.'

Dietrich, Swanson, Raft, Crosby, Lupe-Tarzan in B'way Stage Rush

Arliss' Screen Shylock

Hollywood, March 19.

The Shakespearean Film Society, desirous of producing a memorial picture to the bard, has \$750,000 to make 'Merchant of Venice' and has offered the part of Shylock to George Arliss. Offer came from Sir Frank Benson in London, with Rufus Le Maire sailing from New York on Wednesday (21) to negotiate the deal for Arliss.

Likely that the society may do a second Shakespearean with this star.

NAME BANDS IN TOWN HALL; 25c

Pasadena, March 19.

This town knows how to keep the boys and girls from straying from their own yards. The parents just open up the town hall every week-end and have a name band on hand to play sweet music. The kiddies are only nicked two-bits apiece to cover the orchestra fees, but still still is profitable.

The Woman's Club sponsors these struggles. The hall where they are staged comfortably accommodates 250, and at each event there are 1,500.

Doors are opened at 8 p.m. and 15 minutes later it is necessary to rope off the sidewalks. Those coming after this go to a nearby store and listen via radio. Those who sport auto radios have the edge, they can be sure that they won't have to stand up in the corner grocery when all the chairs put out for this purpose are filled.

When they announce the next week's band some of 'em don't want to go home for fear of not getting back in.

Copying 'Wonder Bar' Set for N. Y. Nitery

Billy Rose will pattern the Manhattan theatre, recently signatured by the Casino de Paree syndicate, along the same lines as the 'Wonder Bar' in the Warner Bros. film production. Rose has asked Al Jolson to get the legal okay for him to copy the WB film setting.

Paree firm has acquired the Manhattan for two purposes: for protection, since it's just around the corner, and as a pop-priced nitery scaled to the mass purse and not as recherche as the Casino.

Syndicate is also mulling plans for similar type niteries for big key cities.

Having held back up to now on Loew's splurge with Metro film names at the Capitol, New York, the rival Broadway Paramount is about to make it a battle royal by calling on a flock of names from its own affiliated picture studio. Marlene Dietrich, Gloria Swanson, Bing Crosby and George Raft are already set and others will follow.

As regards salaries, the sky's the limit. Swanson, going in April 13, gets \$7,500. George Raft, who starts the film name parade March 30, is down for \$3,500. Crosby, coming late in April, will draw \$5,000 guarantee plus percentage. Terms and date for Miss Dietrich not yet set, but reported she'll receive her studio salary and a percentage split. All may also play a week in Brooklyn.

Par's film name array is in answer to the Capitol's booking of Clark Gable, Ramon Novarro, Lionel Barrymore, May Robson and Jimmie Durante. Latter is there currently, along with Lou Holtz and Polly Moran in a \$17,000 stage show. This show, which holds over, will be followed March 30 by Paul Whiteman's band unit, coming in for two weeks at \$8,000 per with options for two more. A deal is reported on for Wallace Beery to continue the Metro film name personal appearances at the Capitol after that, also (Continued on page 58)

Missed a Nifty

Des Moines, March 19.

H. C. Kunkleman, cameraman for Pacific Films, Waterloo, Ia., was taking pictures of the First National Bank, Mason City, Iowa, for A. H. Blank Theatre Corp. last week when the seven bandits, said to be headed by John Dillinger, arrived on the scene. A look-out was detailed to hold his machine gun on Kunkleman and told him, 'If there's going to be any shooting, we'll do it.'

The cameraman resumed cranking as soon as the bandits relaxed their guard, escaping with over \$52,000 and 13 employees and customers of the bank as hostages. Two men were injured by machine gun fire but all of the hostages escaped injury although they were placed on the fenders, running boards and even one on the tire rack for a ride of about fifteen miles. Kunkleman's shots of the bank before and after were rushed to Blank's theatres for release but Kunkleman is still moaning because his camera was set too close to action.

KIDDING THE FANNERS

Minneapolis, March 19.

Gayety, local stock burlesque house, has something new in fan dancing.

As a featured attraction, it is offering a 400-pound fan dancer, 'Princess Voluptuo.'

4A'S TACTFUL ON NBC

False News Leads Planted by Press Boys on Yankee Network

Boston, March 19. Yankee Network News Service continues to have trials and tribulations. After having got permission to have its representative at police headquarters press rooms the news service thought that its troubles were over as far as that place was concerned. But it seems there is still some resentment on the part of the newspapermen to the radio news reps. Newspapermen at headquarters leave typewritten copies of false stories lying around for the Yankee Net man to find and shoot to the station.

One incident which the station denies had any connection with the news service was a picture of 5,000 unemployed men published by the Daily Record who answered a call broadcast from Station WJAZ for men to shovel snow. There were no jobs. Somebody posing as Street Commissioner Dowd had called the station by phone requesting it to make the announcement. The station did so in the form of a brief news announcement.

News service announced an item that there could be no session of the Pinckney School, damaged \$4,000 worth by fire. Actually the fire was confined to a part of one room and the damage was only a few dollars.

Two periods daily over station WJAZ formerly devoted to the broadcasting of news from the Boston Globe, 5:30 and 11:05 P. M., are now filled by commentative talks of Fred Walker, a lecturer. Station presents the programs neither as news nor as a substitute for news, but believes the caliber of the programs will merit the attention of as wide an audience as did the news bulletins.

Milwaukee, March 19. North American Broadcasting System, regional link composed of eight stations in Wisconsin and one, WRHM, in Minneapolis, has elected not to subscribe to the radio-press bureau of the Publishers' National Committee but to do its own news collecting. Station is gathering of news in the area covered by the network will be established and the item cleared through the NABS' headquarters in Milwaukee.

Regional web will give prime consideration to local and state news in servicing its member stations. Schedule of news broadcasts per day is yet to be worked out.

Chicago, March 19. WGN, the Chicago Tribune station, will take the news stuff sent out by the Press-Radio news bureau. This decision was reached last week when Col. R. R. McCormick, publisher of the paper, was consulted. Col. McCormick is on the board of directors of the Associated Press and decided that his station should go along with the policies of that press organization. WGN had considered using the Tribune correspondents for its own exclusive news. However, WGN will still ship items out of the Tribune to fit in with the regular press radio bureau bulletins.

TRADE IN WOOLLCOTT FOR A MATTRESS

Albany, March 19. A mattress company is trying to make radio listeners sleep-conscious. It is sponsoring, over WOKO, a program entitled "Sleep Philosophy." Dr. Royden Rand, WOKO dramatic director, reads philosophy and poetry, presented with a background of recorded telephone music.

Program is aired at 9:15 p.m. Wednesdays, taking the place of Alexander Woolcott, whose removal brought a flock of complaints to WOKO.

NBC CALLS OFF HOUNDS

Wolf-Howling at Agency Execs in Control Rooms Out

Pageboys at the NBS studios in Radio City have stopped taking periodic toll of those present in the control rooms. Agency men squawked about the practice as both annoying and embarrassing.

As part of the studios' policing system a pageboy would pop into a controlroom with each new program program during the evening and make the round of the occupants. He would ask the name and reason for being there and jot the answers down on a regulation form. What the network was trying to do was discourage performers on the program from slipping their relatives or friends into the control room during the broadcast or the performers themselves from making this a hangout between mike bits.

But the way the checkup actually worked produced a ruffling effect on the ad agency reps, who frequently had as their guests persons from the client's organization.

Wage, Hour Improvement Of Engineers Probably Halts Rigid NRA Rules

Washington, March 19. Employment of radio technicians has increased while wages have gone up and working time down, radio code authority reported. Hugh S. Johnson last week. Designed to serve as a basis for deciding whether to put strict limit on working time and minimum wages to studio engineers, report revealed 11.9% gain in employment between July and December; 9.8% cut in hours; and 21.4% jump in payrolls. Part-time employment also gained.

While the code authority made no recommendations, its 50 pages of figures and explanations implied that no further steps need be taken by NRA to spread employment among this type of workers. Covering 476 domestic stations, or approximately 85.5% of the commercial radio industry, survey disclosed average wage of full-time engineers jumped \$2.72 during last six months of 1933. General average in July was shown to be \$32.73; December figure was \$35.51.

With 213 new employees being added during last six months, number of technicians in lower brackets decreased notably as wages were boosted all along the line. The December report revealed 105 fewer engineers were earning less than \$35 weekly than in July. December number was 966; July, 1,081. Reporting stations employed 2,006 full-time engineers and 214 part-time workers in December as contrasted with 1,793 regulars and 167 part-time men in the summer.

Average working time was cut from 49.1 hours weekly to 44.3 hours, a reduction slightly greater than the general industrial average under NRA code. Weekly payroll for engineers mounted from \$58,907 to \$71,543.

Brinkley Gives In

Mexico City, March 16. Doe Brinkley has abandoned court and other fights to prevent the Mexican government from closing his station at Villa Acuna on the border—and has started dismantling the plant, reports the ministry of communications and public works.

The ministry cancelled station's license and ordered Brinkley to close it immediately as he had violated communications and health board laws by introducing unauthorised medical propaganda into broadcasts.

NON-EXCLUSIVE BROKERAGE OKE

Rule That Scott Howe Bowen Couldn't Get Around Is Brushed Aside by Network—Agencies Will Evidently Forget About It—May Upset Status Quo Among Station Reps

EMBARRASSING

NBC's announcement that it is prepared to do the selling of spot time for all affiliated stations on a non-exclusive basis has placed the American Association of Advertising Agencies in a ticklish position. Either the four A's will have to back water or advise its members that the organization's stand against the non-exclusive representation of a station by a sales agency must apply to NBC as well as the smaller fry in the broadcasting business.

It was the exclusive representation policy laid down by the Four A's radio committee that was largely responsible for the development of such station rep offices as Edward Petry & Co. and Free & Steininger and the forcing of Scott Howe Bowen and World Broadcasting out of the general representative field. World went into a library service and Bowen resorted to the Group Broadcasters, Inc., project as alternatives for existence. Bowen for two years fought the Four A's on this issue, but found that the association's influence upon its members was too strong for him to contend with and that while he was striving to preserve his business rights as a general representative the contingent of exclusive reps had been taking up seats of stations on the basis favored by the ad agencies. Rather than resort to restraint of trade proceedings Bowen elected to switch to the group station selling plan.

Gander vs. Goose

NBC's entry in the spot time selling field has placed it in practically the same position that Bowen was in when the Four A's declared itself in favor of the exclusive representation idea. Only difference between the two is that NBC drew no network affiliation line. He sold for either NBC or CBS outlets.

A Four A's officer queried last

Tube Blows, Utility Co. Fires Engineer, Staff Strikes, CFBO Off Air One Day

WOR's NBC Position

For the New York area where the network's policy bars both keys, WJAZ and WJZ, to transcription users, NBC has a solution. If an NBC spot account wants the web sales department to include the New York market in its bookings the business will be shunted to WOR, New York. WOR is a member of Group Broadcasters, Inc., and Al Cormier, the Newark-New York outlet's commercial manager, is head of the GB's executive committee.

week said that his organization had been informed by NBC of the web's expansion into the spot selling field, but that the association would have nothing official to say about it until the radio committee held its next meeting. Anyway, he opined, the fight, if there were any, would not be between NBC and the Four A's, but between NBC and Scott Howe Bowen. This remark indicated that the Four A's will sidestep any complication that would perhaps put it in the middle of a situation. NBC's extension of the network sales service to spot booking for all its affiliates is construed among broadcasters as a move to curb the growth of indie station selling combinations such as Group Broadcasters, Inc., and viewpoint voiced here by the association's official bears out one prediction in the trade, and that is the Four A's will avoid doing anything that might enmesh it in the crossfire between NBC and the Bowen alliance.

NBC's latest branch out developed one significant move in the organization last week. RCA Victor's transcription department became an adjunct of the NBC sales department, with Frank C. Walker, manager of the former setup, assigned to take his orders from Roy Witmer, NBC v. p., in charge of sales. Also coming low under Witmer's authority is C. L. Erner, recording head of what was Victor's transcription department.

BETWEEN PICTURES

Lanny Ross will broadcast between pictures for Paramount. Jumps east for that purpose are okay with Par.

Radio warbler reached New York last week to go on the Maxwell 'Show Boat' hour until Par recalls him for 'Greasepaint.'

Small Town Slant on News Bureau

Want Record Kept Clear—Networks Not Giving Them Any Breaks

Lancaster, Pa., March 19. Radio stations located in this part of Pennsylvania of limited wattage for the most part point out that the network-dominated press bureau is not the boon to small stations that has been represented. Networks are doing no favors for the independent stations in the matter of news material, the indices aver.

Stressing of the figure of \$125.0 a month paid the Radio-Press News bureau as the cost is entirely misleading, broadcasters point out. The \$125.00 merely represents the initial tap and is a minor item when the rest of the bill is considered.

Here's how the broadcasters in this area have it figured out. By telegraph twice daily the station receives a 400-word press bulletin, from which it culls its material for the two five-minute news programs. At the prevailing press rates of 5/6 of a cent a word daily and half that

on a night press rate basis the outlet finds itself paying the telegraph company \$7.50 a day. Multiplying this by 26 days and adding in the fee paid the radio-press bureau the actual tally for the month comes to over \$200.

Broadcasters in this sector hold that it takes no expert in the trade to realize that no small station can stand this monthly bill, especially when it is barred from even tacking on the name of a local advertiser to what they deem as these vague and already dead five-minute news casts. One broadcaster, assailing the present arrangement as a 'freezeout for the little fellows,' declares that the latter element can expect no sympathy from the networks, since the cost to NBC and CBS with both close to the source of clearing is negligible. NBC and CBS are connected with their own branches by private wires as another advantage, already established.

St. John, N. B., March 19.

Right on the heels of being taken over by the public utility and newspaper monopoly of the local broadcasting station, CFBO, has run into a general strike. When Al Morrison, the station engineer, telephoned T. F. Drummie, manager of the monopoly's newspapers and press agent of the telephone company, that a tube had blown out, necessitating a replacement at the cost of \$150, Drummie notified Morrison, he was instantly fired from his job. Whereupon Frank Thorne, manager of the station since it was established six years ago; Tony Sheifton and Willard Lobb, announcers, comprising the whole staff, did a walkout in sympathy with the technician, on the ground that Morrison was not at fault for the blowout.

Station also went on strike through lack of personnel as well as lack of the tube. For about 24 hours there was nothing broadcast. Then a makeshift crew was assembled for the resumption of activities.

Founder of CFBO was forced out on March 1 by the monopoly, who told him to accept what they offered him for his station, or they would establish a competitive station. After announcing he would fight to the finish, he tossed in the sponge suddenly.

Equity Plea Undecided; Talent Spokesman Is Code Slower-Upper

Washington, March 19. Survey of artists' working conditions is waiting on okay from NRA of tentative questionnaires prepared by Jamer Baldwin, executive secretary; John Shepard III, chairman, and M. R. Runyon. Form is in the hands of Deputy Administrator William J. Farnsworth and probably will go out some time this week. Is patterned along same general lines as the blank used in the technician survey.

Artists' inquiry has been delayed by wrestling with question of definitions. Code group and NRA, having overlooked niceties of meaning in drafting code, now are wondering who—or what—is a radio artist? Code specifies that survey must include artists and performers other than musicians.

Following Webster definition, surveyors would be concerned only with hours and income of chatterers, skit actors, dialog entertainers, news commentators, announcers, masters of ceremony, and similar professionals. Would have to split hairs in cases of entertainers who both talk and sing or play instruments. Monumental issue has NRA in a dither.

Another less troublesome problem involves selection of representative of entertainers and artists to assist in studying the question. NRA has delayed selecting any individual to serve in consulting capacity because of difficulty in picking person who represents most factions. With Equity demanding action and at the same time representing only a proportion of broadcast talent, NRA has been hesitant about giving this organization sole say in the matter.

'March of Time' Ends

Remington Rand folds the 'March of Time' on CBS April 13, which broadcast 'will account for the show's 27th week under the office equipment maker's banner. Run rates as the longest the news dramatization has yet had during any one season.

Whether Remington Rand will resume backing the affair this fall is problematical.

Vague Radio Audience League Turns Into Foggy Management Bureau for 'Non-Profit' Bdcasting

Chicago, March 19.

Attack against the traditional set-off of commercial radio has been inaugurated in this town by the charter secured last week for the Chicago Civic Broadcast Bureau, which is organized under the auspices of the City Club of Chicago. Purpose of the Bureau as stated in its charter is to act as a specialized representative for public-interest organizations or agencies, in Chicago and vicinity, which may desire to carry on radio broadcasting under direct federal license, with the purpose of serving the public convenience, interest and necessity.

To radio insiders a glowing light on this new Bureau is found in the fact that the general manager of this Bureau is Harris K. Randall who for years now has been attempting to rearrange radio through his Radio Audience League. The League of vague membership kicked up a fuss about the duplication of programs, the amount of commercial copy and the type of commercial programs.

Proposed angle of the organization is to help non-profit organizations to invade the channels now held by regular broadcasters in the Chicago area and the Bureau intends to manage the applications and business affairs of these new organizations in their appeal to the Federal Radio Commission for the channel and time allotments on the ether.

Management Service

Following the acquisition of time by these organizations (if time is acquired) the Bureau will supervise the management of the stations for these groups. The stations, under the plan, will obtain their revenue in a manner much similar to the present commercial setup, selling time on the air for advertising but reserving a considerable portion of the time for public service programs, whatever that means.

Side plan of this newly formed non-profit organization is to systematize the service on various points of the dial so as to reduce duplications in programs. This particular point has always been the motivating factor in Randall's Audience League, which got nowhere.

Radio Advertisers

Named as directors of the Bureau besides manager Randall are Arnold R. Baar, Herbert Bobb, Mitchell Dawson, Frank N. Freeman and T. V. Smith. The first three are Chicago attorneys and the latter two are professors at the University of Chicago.

In their program of policies the Bureau boldly claims that the aim is to 'improve the city's broadcast service by getting the station channels into hands better qualified to manage them wholly in the interest of the listeners. Not possessing any station plants of their own, many organizations are peculiarly competent as sources and judges of good program material have left to the station owners all the control of licenses and hence of program bookings.' Randall offers nothing concrete in the manner of professional management or program ideas.

Chicago stations are not troubled about the situation.

Reunite Sister Team

For Chi Fur Program

Chicago, March 19.

Evans Fur adds still another piece on two stations, WBBM, the CBS outlet, and WMAQ, the NBC transmitter.

On the new program are Vivian Holt and Lillian Rosedale, who are reunited on the ether after a separation following a long association as a team in vaudeville.

SODA POP SAUCERS

Chicago, March 19.

Through the Mason-Warner agency here the Kool-Ad drink company is waxing 25 five-minute discs for release late in April. Platters are being turned out by the Columbia Phonograph studios locally.

Saucers are built as five-minute dramatizations.

ANNOUNCERS CAN ACT

John Royal Keeps NBC Policy liberal

John Royal declared last week that NBC has no intention of restraining staff announcers from doubling as m.c.'s or doing straight or bit parts in variety programs. Report had it that the network had notified several of its splatters that hereafter they would have to stick to straight announcing and leave the acting to others.

Royal added that the NBC announcers were available for any role within their talents as long as it had to do with broadcasting and personal appearances.

NBC RED FOR KYW, PHILLY

Philadelphia, March 19.

KYW move from Chicago to Philly is changing the outlook for WLIT-WFI, the department store stations dividing time on the NBC red web. With the Chicago outlet coming in, the duo moves to the blue network, and KYW carries on with WEAF shows.

There is some difference of opinion as to the necessity of a WJZ outlet, since this station covers Philly with local strength, but it looks that NBC is making good on its promise to take care of WLIT-WFI when the Westinghouse crew comes in.

Reprisal Fear Stops KFWB from Employing 5,000-Seat Auditorium

Los Angeles, March 19.

Rather than face an expected heavy opposition from theatres, KFVB, Hollywood, called off its intention to put the Franco Hinks, vaude show, into the Shrine Auditorium, holding 5,000 persons.

Previous week the show was put on in this hall before a heavy audience, but, fearing the theatre comeback, announcers were ordered to refrain from stating over the mikes that the program was a free-see and hearer.

Basketball Sponsors

Winston-Salem, N. C., March 19.

Radio proved a good advertising medium for a basketball tournament here last week which was staged by the Journal and Sentinel newspapers for northwestern North Carolina High Schools. Two advertisers were sold time for the broadcasts of one game each afternoon and night during the tournament over WSJS, owned by the newspapers.

Basketball fans took to the broadcasts right away and when the finals arrived the largest crowd in the history of the ten years of the tournament packed the gym. Newspapers will broadcast games on own next year, charging the time to goodwill the same as the expenses of the tournament.

Show Boat Matinee

General Foods will, starting with May 1, on a matinee version of Maxwell House's Show Boat in a half of Certo, a product used for jelling purposes in preserves.

Program, using the same talent setup, will run from 3 to 4 p. m. Fridays over 40 stations on NBC's red (WEAF) link.

Kennedy at Cecil Agency

James Kennedy has quit J. Stirling Getchell to join the radio department of Cecil, Warwick & Cecil. Assignment makes him assistant to J. H. McKee, C. W. & C's radio director.

Lyricists Billing

Paris, March 8.

French association of lyric writers is kicking because name of chap who writes the words is not published in newspaper announcing songs to be broadcast. Not only the composer deserves a break, they say.

By official order, the air announcer now credits the lyric writer, but this is not enough for the association.

WLS Barn Dance In Third Year at Same Theatre

Chicago, March 19.

Headed for all-time stage run record is the WLS Barn Dance at the Eighth Street theatre with the show this coming Saturday to be its 16th consecutive session.

Goes into its third year at continued capacity for both performances with no sign of a drop-off. Besides the show at the theatre the station has four shows on the road, all of them playing to heavy business.

First performance at the Eighth Street theatre, on a gamble, occurred on March 19, 1932.

Brand New 100-Watter Aggressively Competes With 11-Year Old CKY

Winnipeg, March 19.

Business-getting enterprise of CJRC, 10-watt, late born last month, is beginning to worry CKY, Manitoba Government Telephone System's 4,000-watter which had monopoly in broadcasting in province since 1923.

One instance is in hockey broadcasting from local Amphitheatre ice games since '23 have been broadcast by CKY with the rink management letting CKY in free. Station, of course, put in a MTS wire and made a bit of dough selling the puck battles to sponsors.

This has been fairly lucrative last couple of years. Now CJRC figures that they need hockey broadcasts to grab listeners and offer to pay for exclusive right to broadcast all remaining games this season with an option on next season. Management is considering the offer in connection with Dominion Junior hockey finals, coming up soon, but CKY will be in there until then at least.

Couple of weeks ago when CJRC sought to set up a mike to broadcast an important tussle, CKY had already sold the game to a sponsor and wanted it exclusive. Anyway, CJRC asked MTS about putting in another wire, but John Lowry, commissioner of govt. telephones, happened to be in Ottawa. James A. Richardson, millionaire owner of CJRC and influential Canadian business man, was in Ottawa, too. When MTS wired Lowry the situation, word soon came back: 'See that CJRC gets into the rink tonight.'

New WLW Tests

Cincinnati, March 19.

WLW starts this week to put its new 500,000-watt transmitter through a series of daytime tests. Outlet has heretofore limited the tryout of this equipment to the stretch between 1 and 6 a. m.

Following completion of the daytime testing the Crosley organization will petition the Federal Radio Commission for a permit to operate the 500,000-watter as part of WLW's regular day and night schedule.

SPONSOR EXCHANGE

Chicago, March 19.

With Milt-Rub going off due to the spring season, the John Harrington sports reviews on WGN will be taken over by Berghoff beer. Starting April 9 under the new sponsorship, hitting every evening except Sunday.

Burlington 100% Long-Distance Fans Rank High in Sponsor Knowledge

Possibly the most provocative city survey thus far taken in VARIETY'S 'Do fans know sponsors?' poll is that of Burlington, Vermont. This small town nestled in the far-off Green Mountains is conspicuously unlike all previous communities wherein VARIETY'S questionnaires have been distributed among radio listeners.

What makes Burlington so unique is that the town has only WCAX, 100-watter, while the state of Vermont itself is limited to five stations, the biggest of them WDEV, Waterbury with 500 watts. Other three are WSTB, Rutland, 100 watts, WQDM, St. Albans, 100 watts, and WBBX, Springfield, 250 watts.

That radio programs provide Vermonters with a goodly share of the professional entertainment that touches this inaccessible state seems amply attested by the figures of VARIETY'S census.

Burlington knows its programs and knows who pays the bills. Out of 25 programs Burlington radio fans were 50% or better in accuracy of identification of sponsorship.

This is extraordinarily keen compared to the previous findings in VARIETY'S survey. Daytime programs like Metropolitan Opera, Easy Aces, Clara Lee and Ben also rate high. Admittedly these programs, excluded from the evening peak listening audiences are tough questions for many radio fans.

Not the least remarkable fact about the Burlington responses is that several replies were 100% correct. This is the first city to hand in perfect scores.

Burlington, in the heart of an ultra-conservative village-dotted farming area, was right 79 out of 96 tries on naming the bankroller of 'Rise of the Goldbergs.' This gave the Gertrude Berg serial its closest tally to the race-leading team of the same sponsors, Amos 'n' Andy.

Radio fans of the Vermont town tune in other cities extensively. Columbia programs are brought in over WABC, New York while the NBC programs are heard over WGY Schenectady, WLW, Cincinnati, and WBAF, New York.

Program Sponsor Identification

BURLINGTON, VT.

Questionnaires tabulated from the following: Housewives, 41; nurses, 2; seamstresses, 1; salesmen, 3; executives, 3; merchants, 3; workmen, 10; farmers, 2; teacher, 1; city employee, 4; stenographer, 1; musician, 2; hotel employee, 4; grocers, 4; reporter, 1; student, 1; cooks, 2; insurance, 2; bus drivers, 3; sheriff, 1; clerks, 7.

(56 REPLIES)

Sponsor Correctly Named	Sponsor Wrongly Named	Sponsor Not Known
Amos 'n' Andy	84	
Eddie Cantor	88	
Maxwell Show Boat	80	
'Rise of Goldbergs'	79	16
Rudy Vallee	79	16
Wayne King Orchestra	78	16
Ed Wynn	77	16
Boake Carter	66	28
Burns and Allen	66	28
Metropolitan Opera	63	29
Myrt and Marge	62	30
Fred Crosby	60	30
Easy Aces	60	35
Harry Horlick	60	35
Joe Penner	60	38
Jack Benny	56	38
Casa Loma Orchestra	53	37
Edgar A. Guest	52	39
Will Rogers	51	42
Clara, Lu and En	49	40
Jessica Dragonette	48	43
Olsen and Johnson	48	41
Phil Baker	40	47
Paul Whiteman	36	52
'March of Time'	33	55

WCAU Peeves Tracy

Philadelphia, March 19.

Arthur Tracy, playing at Fay's theatre last week, is turning plenty at WCAU for a so-called insult. Tracy was scheduled for night spot on a local sustainer at 8:15 to plug the theatre, but the studio's accordionist didn't show up. With Tracy storming around and much burned up, the night manager promised him the only other non-commercial time at 8:45, pending the approval of Leon Levy, the WCAU boss, to take off the scheduled CBS California Melodies show. But a call to Levy got thumbs down without any question.

Now Tracy says, 'more local radio programs without the dough on the line. And the boys around WCAU are taking the incident as the station's comeback to Tracy for a last year's snub.'

Pontiac Slices Time

Los Angeles, March 19.

Pontiac program that has been a half hour from KJL weekly for the last six weeks is being sliced to 15 minutes.

Earl Dancer's negro chorus will be featured with Raymond, Paige's orchestra and various soloists on the program being curtailed.

'Roses and Drums' Ends June 3

Refigting of the Civil War by way of the 'Roses and Drums' stanza on CBS Sunday nights will be adjourned for the summer June 3. Union Central Life Insurance is folding the show two weeks earlier than then it did last season.

RADIO SCHOOL HAS STATION BLESSING

Fort Wayne, March 19.

Marcella Eisenberger on WOWO for the past nine years with children's programs, has opened a radio talent school under her WOWO billing, 'Aunt Sally.' A weekly program of students from the school to broadcast over WOWO is the bait for matriculation. Cost of tuition not reported.

WOWO has evidently been favorably disposed to the promotion because of its own difficulty in getting trained talent in this area. Station welcomes an emergency source of supply and encourages the undertaking on that basis.

In New York and Chicago the 'radio school,' so-called, has not enjoyed as good reputation, being money-making propositions in general with dubious value to the would-be crooners, etc.

Shell's New Ad Boss

San Francisco, March 19.

Fred Foy is the new ad chief of the Shell Oil Co., coming from Los Angeles, where he was previously head manager for J. Walter Thompson agency.

Succeeds E. H. Sanders, who has joined Sunset Press, Frisco publishing house.

Fred Fielder of the Thompson agency, which handles the Shell account, has returned from Los Angeles, and will remain at the office, turning over production of the Shell show on the Don Lee chain to Cal Kuhl.

WEB SEEKS GOOD WILL

A&P, Ford, Swift, Standard Brands Bankroll Expo Radio Theatres

Chicago, March 19. More music will emanate from the World's Fair this coming summer than last year. Radio station and network execs last week conferred on the Fair grounds in a preliminary discussion of band pickups from Fair spots.

Spart is due to the increased number of radio-minded sponsors who will have regular theatres on the ground, similar to the Atlantic & Pacific Carnival of 1933. Besides A&P, there will be the Ford mammoth exhibit with its attendant theatre. Swift & Co. is readying a show for the Fair with band background as is Standard Brands.

Steve Trumbull, former CBS publicity chief here, moves over to the J. Walter Thompson agency to handle all radio contact work for the exposition. John Clayton returns to work at the Fair as p.a. for the Skyride, getting leave of absence from WLS for the duration of the festival.

Not likely that NBC will make the grand spread for the Fair again this year. They will continue pickups and other cooperative functions but the feeling among NBC execs is that this year will be a somewhat pale reflection of the 1933 lamour.

2 Midwest Agencies War for Chamberlain Min. Announcements

Chicago, March 19. Battle is on between two agencies for the Chamberlain hand lotion spot announcement account. Coolidge agency of Des Moines last week came into the picture and on the Ruthrauff & Ryan agency's toes by auditioning a string of six one-minute announcements for the Chamberlain account.

When getting wind of this move Ruthrauff & Ryan agency, which has the account's Eddie South band show on CBS, hurriedly made up their own string of announcements locally and shipped them to the client. Sponsoring is now in a huddle trying to decide which agency gets the business with the finger pointing favorably to R. & R. for their past performance record for this client.

Would-Be, Won't-Be Wife Must Give Particulars

On order of N. Y. Supreme Court, Peggy Garcia, who is suing Dave Rubinoff for \$100,000 on an alleged breach of promise to marry, must give more particular information as to her action against the radio orchestra leader and violinist.

Miss Garcia goes as far as to name places in her original complaint, but for the bill of particulars the court holds it's not that necessary, but she must tell how often and when and under what conditions, generally speaking, the promise to marry her was made by Rubinoff.

GILMORE OFF AIR

San Francisco, March 19. Ilmore Oil Company has cancelled the Gilmore Circus on NBC's Pacific network, and bows completely out of the radio picture on March 30 for an indefinite period. Cancellation of the three-year-old radio show leaves vacant the Friday night spot on the network from 8:15 to 8:45 p.m., so "Owen" Son will put its serial, "One Man's Family," on there.

KROGER AUDITIONS

Chicago, March 19. Kroger Stores chain outfit of Cincinnati are auditioning over at NBC. Have checked through such shows as "Smackout," "Breakfast Club," but still haven't reached a decision.

The New Uplift

Philadelphia, March 19. Newer thing in elevators is being demonstrated in the WCAU building with the studio just installing hidden loud speakers in all elevator cars.

Idea has its disadvantages because visitors are riding up and down not to miss any comedian's gags.

NBC MAKES IT TOUGHER FOR PLUGS

NBC's program department has given the song pluggers something else to worry about. From now on the hour from which songs are to be counted will be 4 o'clock instead of 6 p.m. Under the new rule a song played at 5 o'clock will not be permitted a repeat until after 10 o'clock.

Network for the past year has limited the paying of a pop tune to once in five hours for any one night after 6 p.m. To make up somewhat for this restriction the music publishers have concentrated their placements among the dance combos holding down broadcast spots during the tea or cocktail period. With the counting point moved back to 4 o'clock the music publishers will be less inclined to cater to this latter element. A plug placed here might result in the loss of a performance during the choice evening listening stretch and also of a larger hookup. If the prospective user happens to be one of the more popular commercials.

Olsen & Johnson Off

Chicago, March 19. Swift show with Olsen and Johnson team plus the Harry Sosnik band goes off the CBS ride on March 23. Olsen and Johnson head for the coast.

J. Walter Thompson agency at present considering keeping the Swift program off until the coming autumn, though there is some talk of trying three 15-minute spots weekly with the Sosnik band as prime entertainment.

FIRST RADIO NOVEL

Woodbury Serial Emerges Between Boar

First novel developed from a radio serial has been accepted by Macmillan. It's "Dangerous Paradise," twice weekly program which Woodbury has been supporting on NBC for the past 26 weeks.

Adaptation has been done by the author of the air continuity, Carl Bixby. Publishing house has the book figured for a June release and pegged at \$3 across the counter.

Woodbury will tie in on the novel's exploitation, through the former's agency rep, Lennen-Mitchell.

Barry Ryan's Job

Barry Ryan, son of one of the agency's partners, has replaced Jack Davidson as head of Ruthrauff-Ryan's radio department. Davidson may buy into the Goldsmith and Briscoe booking offices.

Under the previous setup Davidson directed R.R.'s network interests while Barry Ryan concerned himself with spot broadcasting. For the latter assignment the agency has brought in Elizabeth Black.

BURN-UP BOYS TO GET BALM

NBC, Conscious of Accumulated Peeves, Seeks to Work Out Better Relations with Ad Agencies and affiliated Stations—Appoint Edgar Kobak, Prestige Diplomat, as Vice-President

STATION DIVVY

NBC is making efforts on two frontiers to win ill and trade popularity. One hand, it will woo the advertising agencies whose unfriendliness has been matter of knowledge to NBC for some time. On the other hand, the web is serenading its own affiliated stations who have consistently been grumblers against what they deem NBC's niggardly divvying of the coin.

As a first move NBC has filled the post of co-ordinator of sales and ambassador of good-will which the network's board of directors has had under consideration for months. Designation has gone to Edgar Kobak, formerly v.p. and sales manager for McGraw-Hill and president of the American Federation of Advertisers. His title with the web is that of v.p. in charge of sales, with his authority extending over every form of selling in the New York, Chicago and San Francisco offices.

Network's directorate started to give thought to the adoption of ambassador of good-will after a survey by Tradeways, Inc., efficiency experts, confirmed a hunch that the sentiment harbored by ad agencies and commercials toward NBC wasn't as lovey-dovey as it could be. From this the boardmen deduced that the web could use somebody possessed of both the high esteem of the advertising trade and a flair for smoothing out the nicks, grievances and differences that may have accumulated between client and network.

AFA is a pot-pourri of practically all national advertising organizations in America. Another connection that gives Kobak exceptional standing in the trade is his membership on the Advertising Review Committee, the super tribunal of ethics, which is composed of leading publishers, advertisers and practitioners of the advertising craft.

Roy Witmer continues as NBC's v.p. in charge of eastern sales.

A Melon for Stations

As a second part of the good-will seeking, completion of its revised system of compensation for network commercial time is being rushed by NBC. It wants the announcement of this new method of payoff for affiliated stations to come as an aptly timed sequel to the web's entry into the field of general station representation. Network is also cognizant of the moral and business effect the news of an increased divvy for hookup facilities would have on a station while in the midst of trying to decide whether to let NBC do its spot booking also.

Under the new method of network time compensation an associated outlet will cut in on the rate collected for it by NBC according to a measuring rod compounded of actual area coverage, listener population and comparative local showmanship. With the exception of a few stations NBC pays off out of the commercial intake on a common level. It's \$50 for the hour, \$25 for the half hour and \$12.50 for a 15-minute sponsored program. Among the affiliates collecting better fees are WLW, Cincinnati; WJR, Detroit; WEEI, Boston; WHAM, Rochester, and WSM, Nashville.

As a preliminary to the reframing of station remuneration of

Saturday Night Habits Charted by Gallup From 103,000 Phone Calls

Rip Winkle Chores

Hollywood, March 19. A farmer writes KNX asking the station to change its news bulletin periods at 6 and 9 p.m. to some time between 7 and 8.

Writer gave as his reason that at 6 o'clock ruralites are doing their chores and that they are in bed before 9.

Since his agency, Young-Rubincam, has become the champ user of Saturday night network time Dr. George Gallup, director of research, has been conducting a survey to find out in what proportion they're actually listening on the weekend occasion. From findings he's gathered so far Dr. Gallup has made the deduction that the Saturday night loudspeaker population is about 20% under the average audience figures for week listening nights as Thursday, Friday and Sunday. For his checking he has been and is using exclusively the coincidental phone method.

Info garnered by these telephone calls, says Dr. Gallup, disclosed that the American husband's habit of making Saturday night the night out for him and his missus is as strong as ever. Also that the percentage of sets found turned on among the Saturday night stay-at-homes was away below the level prevailing for the other nights of the week. This is obviously due to a condition created by broadcasting itself. Accustomed to finding, over a period of years, that this is radio's sluff-off night when it comes to quality of entertainment, a major ratio of those who happen to be at home of a Saturday-night have gotten into the habit of not tuning in altogether.

No Competition

Even though the agency has these circumstances to contend with, Young-Rubincam has found Saturday night to its favor. Agency's Saturday evening lineup of commercials accounts for a consecutive run of cross-country links on either NBC or CBS between 7:30 and 10:30. Existence of a smaller potential audience, however, the agency figures, is offset substantially by the fact that its programs have little to compete with in matter of listener attention. From outstanding name attractions on this particular night gets no opposition, that of those tuned in it can assured of a hefty percentage.

For his researches this year Dr. Gallup estimates he will use around 100,000 phone calls, with a large portion of these devoted to his Saturday night checkups. The Co-operative Analysis of Broadcasting, better known as the Crossley Reports, is based on an annual usage of no more than 88,000 calls.

Kirtland-Engel Goes Radio; Seeking Shows For 5 Chi Accounts

Chicago, March 19. Kirtland-Engel agency is the hottest spot for radio in town at present with the agency reading five shows for as many accounts. Besides have already placed one client, Feldman and Curme shoes, on for a long run.

In the office is a show for Illinois Meat Products which is likely to take the old WENR Derby program, also shows for an anchovy pack publication and a department store tieup. Agency is hustling around for notions and the ante-room looks like the NBC and CBS reception rooms combined.

HARBORD IN FRISCO

San Francisco, March 19. Major General James G. Harbord, chairman of the board of directors of RCA, is due to arrive here today (19) from Hollywood, where he has been o.o.l.g. the film situation.

Will speak at a Commercial club luncheon and look over the RCA and NBC setup here before heading Eastward.

MacDonald with K-E

Chicago, March 19. D. I. MacDonald now with the Kirtland-Engel agency in charge of the radio department.

COMMITTEE TO RUN CROSSLEY SURVEYS

D. R. Smelser, of Procter & Gamble, has been elected chairman of the committee representing both the Association of National Advertisers and the American Association of Advertising Agencies, which from now on will have full charge of the operations of the Co-operative Analysis of Broadcasting, more popularly known as the Crossley Reports. A. W. Lehman continues as secretary and manager of the checking service.

Others representing the ANA on the CAB's governing board are George W. Vos, of the Texas Co., and C. H. Lang, of General Electric, while the delegation from the agency faction consists of George Gallup, of Young-Rubincam, and Chester E. Haring, of B. B. D. & O. Haring was also named treasurer.

Contracts for the service will be made direct with the committee, but Archibald Crossley, who has done the statistical work for the reports since they were started four years ago, will retain that function as a member of the ANA payroll.

ENFORCE CANADA'S ADVERTISING RULE

Toronto, March 19. Charles Shearer, representative of the Canadian Radio Commission here, has been instructed that henceforth the CBC ruling restricting advertising continuity to 5% of program time must be enforced, this to set an example to all other Federal-controlled stations in Canada.

Spot announcements are being cancelled or curtailed in American programs broadcast in Canada by CBC stations and signals from 7:30 to 11:00 p.m. are being eliminated entirely.

Wynn May Furlough

Texaco is contemplating taking Ed Wynn off the air in May and substituting a light musical stanza. When Wynn goes Don Voorhees will exit along with him for the sum of \$10,000.

Wynn was out of the Tuesday night niche four months last year.

hookup time NBC had a corp of engineers make a signal strength survey of all affiliated transmitters. Findings of this inquiry have been closely guarded by the network as the result of a jam it got into after one associated broadcaster had come into possession of the web's charting of his station's coverage.

It was so gratifying that he had copies made and flashed by his salesmen when they went calling among local prospects. Another broadcaster in the same community who was also allied with NBC burned at the advantages shown by the competitor's signal map and in a letter to the network demanded to know whether it was trying to put him out of business.

BARNACLE BILL
James Sarsfield
Children's Programs
15 Mins.
COMMERCIAL
WMAQ, Chicago

This review belongs alongside of the report on Skipper Jim on WBBM-CBS. Barnacle Bill is on the ace NBC station and is sponsored by the Bunte Bros. candy factory while Jim is still sustaining. Story behind these two programs is a story of a battle between NBC and CBS with WBBM stepping into the picture with Skipper Jim after NBC had announced the Barnacle Bill show.

There is very little difference between the two programs. The initial story of each of the salutes concerned a whale and each was a whale of a yarn. Bill devoted his entire program to the one story, while Jim divides his 15 minutes into three parts.

Bill uses a couple of kids as listeners and interrogators while Jim holds the microphone to himself. Bill's sponsor didn't wait for any buildup of his show but insisted on starting to collect some coin to pay for the show, going into a merchandising hook at once. He offering a sailor, hat for three cents, a sailor, hat for three cents and bars such as Tango.

Both shows may go to the wire. Jim will do better with the mothers and women's clubs because of the moral vein and the geographical comment while the kids will probably weep towards Bill's straight-forward tall tales. *Gold.*

SAMMY KAYE'S ORCHESTRA
Dance Musi
Sustaining.
WGY, Schenectady

This unit, which has been on the air over stations elsewhere, is now broadcasting from the Hotel Hendrick Hudson in Troy. Schedule calls for several half-hour, late-evening programs weekly, plus an occasional 15-minute, luncheon-hour shot.

Kaye's boys, all of whom are alumni of Ohio State University, play a pleasing brand of music into the microphone. Much of it is the soft, smooth type, easy on the ear and probably itching to dancer's feet. The rhythm is good, arrangements are neat, and ensemble playing is excellent. Kaye stresses a group rather than an individual-instrument effect.

Early-afternoon programs are a bit too quiet, too subdued for listeners, though not perhaps for diners. The inclusion of livelier-tempoed numbers on the chart and a fresh rein for the vocalists would improve these shots, from the dialers' viewpoint.

Band has made quite a hit with the younger set of the Capital District, but has been less fortunate in its relations with A. F. of M. locals. Both at the Hendrick Hudson and at the previous stand, the Edgewood Inn, East Greenbush, Kaye's unit met with opposition. *Jaco.*

FRANK E. GANNETT
Talk
Sustaining
WGY, Schenectady

Publisher of the Gannett chain of dailies delivered a 10-minute afternoon talk on peace over the NBC red net from Schenectady. The feature of the address was his suggestion for the creation of a Federal Department of Peace headed by an officer of cabinet rank, and on a new department in other countries.

Gannett gave only a very sketchy idea of how the department would function in the United States. He did say that it should use newspapers, magazines, radio and the screen for above-board publicity. It was not clear whether the agencies were to be utilized on a free or a paid basis, or both—and that the department should be allotted as much money for its work as the country now spends in preparing for armed conflict.

Gannett spoke in a clear voice and in the crisp tone of a business man talking at a board of directors' meeting. *Jaco.*

THELMA KESSLER
Songs
15 Mins.
Sustaining
WCAUS, Philadelphia

After a ten-month's tryout in Cincinnati, Thelma Kessler comes east with her first stop in Philly. This the warbler who starred on both networks a year or so back.

Neat copy, combined with good vocalizing lifts this show way out of the ordinary local class. Blayne Butcher, who has been singing with Kessler at WLW, dropped the usual announcing to do a cute cross-fire gab with the singer. Choice of songs is good, and it is appropriate, and she warbles with a sureness that's nice to listen to. Mason's house band, doing the accompanying chores, are a little too prosaic and do a weak job, since a well-rounded voice can use lots of band help.

Show is spotted nicely, airing at 8:15 on Fridays. She's got the professional touch. *Gold.*

SKIPPER JIM
James Sarsfield
Children's Programs
15 Mins.
WBBM, Chicago

For full elucidation of this program see adjoining report on Barnacle Bill.

Each program claims that the other fellow has copied the notion. They are both mistaken. The yarns are direct renderings of the popular Pop-Eye cartoons and follow closely the ideas of that widely circulated cartoon strip.

Radio with these programs again proves that it does not originate. Sarsfield is doing a good job of his work here but unfortunately for all concerned the doubling of ideas on both programs is too obvious to do anybody any good. *Gold.*

WHAT'S NEXT IN RADIO
Michael Strange
Talk
15 Mins.
Sustaining
WJVD, New York

Michael Strange, playwright, poet and ex-frau of John Barrymore, was brought in as the third speaker of this Thursday night series. On the opening stanza E. V. Katzenbach did some horoscoping on the link between radio and politics, and the following week Sigmund Speth told them what he expected in the way of musical developments.

From Miss Strange the occasion drew little of a prognosticating nature. She gave the time allowance her with the exception of a minute or two, to deliver herself of a salty attack on broadcasting in general. The acerbities were piled on with a vim and a vengeance, though there was nothing original about her points of criticism or argument. When she did get around to the subject of radio, she waxed tongue-bearing and in grandiloquent verbiage sketched what she thought the great boon that radio could be to the world, and then she cut out the inspirators of business and put the right artists and mechanics in charge.

Strange said that she violently resented being badgered with the idea of how to spend her money whenever she tuned on her radio for entertainment, culture or instruction. Broadcasting interests, she had come to the conclusion, were not interested in building the human mind rather in bolstering their own sales talk. It has long seemed to her that it behooved the artists to safeguard radio from the merchant princes as they came from the stage presses. And not until this has been done will the air medium find a life of its own.

Miss Strange's staccato delivery did anything but rate her voice as a possible asset to the loud-speaker. *Odeon.*

GRADY COLE
News Commentator
15 Mins.
COMMERCIAL
WBT, Charlotte, N. C.

Back in the love feast days between radio and the press, Grady Cole, then a member of the staff of the Charlotte News, made his start in radio, presenting the daily news program that the paper supplied for the notice that it received in return. That was five years ago.

Radio and the papers came to a parting of the ways here and Grady Cole stuck to the press. He every day signed a contract with his fourth sponsor for the column that he conducts in two and three daily installments for the four columns. The new sponsor is Willard Tablet Company, makers of stomach tablets. In addition he has BC Remedy Company (head-cure) and Cole's Nutritional Company (farm implements), and Stewart-Warner radios, through Shaws, Inc., the Carolinas distributors. Operators of the Cole Company are not relative.

Only variation between the type of broadcast presented for each concern is for BC, a daily sports program, and for Stewart-Warner, a five-minute. The other three sponsors have three 15-minute programs a week, giving Grady 16 presentations a week.

Spot news, market reports and comments on the passing show are all woven into the programs. Each one takes up where the other left off, regardless of whose program it happens to be—with the exception of the slightly different BC offerings.

WILL AUBREY
Songs, Guitar, Chatter
15 Mins.
Sustaining
KPO, San Francisco

Will Aubrey is vaude's Bard of the Byways, who has trod the boards for years and more with his routine of songs played to his own guitar accompaniment, and interspersed with little chatter and snatches of vaudeville.

On twice weekly at 9:45 a.m. as an NBC sustaining feature and also on Caesaree-Carnival-fronton-the-air show in Greer and Nichols and a character. Building up nicely and has a lackadaisical, pleasing style that the usual cold mike even picks up and reflects. It's a neat quarter hour, easily appealing especially to the older listeners. *Rock.*

Three of a Kind

Two 'Barnacle Bill' radio programs, one from WMAQ, Chicago, the other from WGY, Schenectady, are reviewed by Vannoy this week.

Incidentally, a third program, 'Skipper Jim', from WBBM, Chicago, is of similar theme and character.

BARNACLE BILL
With Frank Oliver, Robert Risinger
Sea Story
Sustaining
15 Mins.
WGY, Schenectady

Frank Oliver, a member of the WGY Players in pioneer days of radio, spins a series of unadorned, like yarns of the sea. On this program, heard one afternoon weekly, Robert Risinger plays opposite Oliver in the role of a combined listener, investigator and speaker.

Barnacle Bill an English 'limey' who has visited many strange lands and seen many strange sights. He describes his experiences with great imagination and gusto, if not with a strict regard for the truth. Comedy arises from Bill's mispronunciation of words and the contractions in his stories, plus the punning and kidding by Risinger.

Oliver makes the old seadog an interesting and lifelike character. The cockney accent sounds authentic, thanks to Oliver's former troupe with English stock companies.

Risinger is a splendid foil for Oliver. He sometimes sings snatches of songs—an angle which could be built up for Risinger, who has a resonant baritone and a vocal style well adapted to sea numbers. This feature is off the beaten track for an afternoon local, and, as such, is interesting. *Jaco.*

RHUBARB RED AND SUNNY JOE
Lester Polfuss, Ralph Wolverton
Hill Billies
COMMERCIAL
15 Mins.
WBBM, Chicago

'Rhubarb Red and Sunny Joe' weren't considered hillbilly enough as titles so the announcer subtitles them the 'Ozark Appleknockers'. But no matter what the title, this belongs in the classification of out-hillbilly the best or worst of 'em.

Radio is now convinced that there's no such thing as a free lunch, and the worse they are the better.

And Rhubarb Red and Sunny Joe all that bill to overflowing. It takes plenty of stamina and sense of duty to keep the station tuned in to listen to ear-racking twanging of 'Sweetheart of the Ozarks' and 'Guns of Sendaol, the cough medicine, like a plinking guitar, squeaky fiddle and backfiring tonals.

Most of the hill-billy programs the audience can be assured they will get plenty of commercial plugging. In this one the spools go over the top, and the spools go over the top. Four songs mean four plugs opening and closing copy. It's a growing belief in radio that the audience have to be constantly trained themselves not to hear long commercial copy. It's a good thing that nature has provided this defense mechanism, and it's a good thing that the plug like this would be dangerous to the welfare of the nation. Some of the strongest copy ever used is on this show, and it's a good thing that it is.

Up visions of 100,000 people dying yearly from pneumonia and hinting possible similar fate to the listener if he does not send out for Sendaol at once.

Besides the hill-billy yodelling the program is checking listeners by offering a free package of Sendaol. Also an autographed photo of the artists. *Gold.*

MUSICAL TINTYPES
Patricia Ann Manners
man, Homer Griffin
All State Insurance Co.
15 Mins.
COMMERCIAL
WENR, Chicago

One of the best things about this show is that it immediately precedes Amos 'n' Andy. This shapes as an excellent break for this show and what's more, it's the type of show that can't be copied. Amos 'n' Andy listeners. All in all, a shrewd buy on the part of Sears Roebuck company which controls the All State automobile insurance at once.

It's a quick 15 minutes and suitable for the mall order listeners. Margaret Morton McKay has arranged a show at all times give him the straight concert type of routine. Instead of just announcing the next-song-the-spleen-he-digs-into a make-believe story, she comes with a tintype of Uncle Harry or Aunt Mayme which is the cue for the next tune.

Norsemenn quartet handles themselves well and give a good support to Ann Manners, who is really the ace in this program. A soprano with a likable pair of pipes that really sings. The quartet has a sweet sort of lilt. Unusual for soprano tunesters to come through.

(Continued on page 43)

Air Line News

By Nellie Revell

Sponsors of the Hall of Fame have renewed their time on NBC and are already signing up guest stars for the future. Among those set are John Barrymore, Lucretia Bort, Paul Robeson and Jascha Heifetz. On April 8 a new program, instead of Hind's Honey and Almond Cream, will be advertised.

Can't Settle on Minevitch

Borah, Minevitch show at WOR is in line to be called radio's football. When it started it had a continuity by Peter Dixon. Then Walter Craig assumed production on the program, to be followed by Raoul Marlowe. Now Ben Rocks and Nat Wolfe are handling the show.

What Seth Parker Sounds Like

A sustaining dramatic program put on NBC recently was actually a public audition for Frigidate, sponsoring Seth Parker. Program, produced by Vernon Radcliffe, faked a short wave broadcast from Parker as though he were in the South Seas. Purpose was to show the sponsors what Parker's program will sound like when he is away from this country. No decision yet.

Japanese Govt. As Sponsor?

Japanese government is indicated being interested in a program that may shortly begin on NBC. This is the show sponsored by the International Silk Guild with Xavier Cugat and Ray Heatherton. Representatives of the Nippon government will hear a final audition at NBC this week.

General Mills' Its

General Mills' one time broadcasts 'Bits of Broadway Big Hits' March 24, is an experiment by the sponsor, with succeeding programs to go on if this one is successful. Broadcast will be heard over 83 Columbia stations, with eight Broadway stars participating.

Short Shots

Al Jolson plans to do 'Emperor Jones' and 'Lilliom' on his Kraft cheese hour. Eddie Powell, WOR announcer, at Post Graduate hospital, where he was operated on Saturday. Hudson Motor Car Co. has bought time for two weekly half-hour shots on Tuesdays and Saturdays but has no programs set yet. Ray Perkins has been added to his tonight's Thursday. And a new character is nicknamed 'Toot Sweet'. NBC is paying special attention to its afternoon sustaining programs. Paul Stewart has been engaged for several broadcasts on 'Bar O'. Because the Emily Post of the personnel department decreed it was impolite to point with the fingers. While conducting tourists through the studios, NBC's guides are now armed with swagger sticks as pointer-outers. Jack Berger celebrates the beginning of his fifth year at the Hotel Astor tonight. In 18 years he has worked for only three hotels. Gertrude Berg, author of and 'Molly' in the 'Goldbergs', has two children, Cherney, and a Harriet. Sponsors of Albert Spaulding's CBS programs are taking steps to put it on a more popular vein and have already added a quartet. Lloyd Shaffer has resigned as musical director of WLW, Cincinnati, and is now in New York. Lilyan De Marco will be 23 March 26. Spanton has renewed Richard Himber, Joey Nasp, Three Scamps and Frances Langford for another five weeks.

Just Talk

As part of its plan to bring works of notable authors to the mike, auditioned a script by T. S. Stripling, novelist, last week. Don Bestor and Jack Benny have worked together before, their new program being a reunion. With that respect, they were on the old Orpheum circuit in 1927. Bestor's wife is the former Frankie Carson, dancer, dancer. Armida and Grace Hayes auditioned at NBC. There's a full length picture of Leo Reisman in the art exhibit in the RCA Building. Marley Sherris, Philip Carlin's assistant, is out at NBC and is going in for free lance announcing. Minerva Pious of the Sal Hepatica and Palmolive programs is back from Atlantic City. Bob Griffin is auditioning for the Liberty Mutual Life Insurance Co. at WOR. He's a baritone. Although WNEW is picking up some of Columbia's bands, it is not allowed to mention the name of the orchestra, just stating the name of the band from which the music emanates. Reggie Childs orchestra has been set for local vaudeville dates on the Loew circuit. General Foods is planning to use the 'Wizard of Oz' for another of its products. Jan Wolfe, dramatic actor, leaves soon for Hollywood and a picture. CBS is going to follow the Philharmonic programs on Sunday with its own symphony orchestra directed by Leith Stevens. The Byrd broadcasts are the only sponsored series in which the sponsors can't sit in the control room. Jap Jude has postponed his proposed California trip to look over CBS publicity.

Gossip

Columbia has gone on a spree to promote new talent, recently signing the Hurdy Gurdy Man, Arthur Godfrey, Bill Hughes, Bob Standish, Nick Lucas and Sylvia Froos. An unusual move for this time of the year. Al Katz may go into the Manhattan Casino. Mark Wajnow has been relieved of his CBS sustaining shots to concentrate on his commercials. Nicolina, the Russian singer, is being auditioned for an NBC sustaining program. Don Hall Trio will guest star for Babbo March 23. Ozzie Nelson's first radio appearance was for a commercial, Homer's Homer's, a furniture company. Sponsor of that program, Milton Roemer, gave up his business to manage Nelson and is still doing it. Irene Taylor opens at Loew's Valencia March 30. Frank Dole, baritone, is auditioning at WOR for a dog food commercial. That was the Packard Motor Car Co. that Walter Damosch, with his 100-piece orchestra and John B. Kennedy, as commentator, auditioned for last week at NBC. If Hudnut can clear the time on CBS for a dinner music broadcast, Jack Benny will have a second program for that company. Tydol has renewed Jimmy Kemper on CBS but is giving him two weeks to have his tonsils removed. Charles Carille opens at Loew's State March 23. Donald Novis is playing split vaudeville weeks, to make sure he's in New York for his Saturday night broadcast. Weber and Fields, Louis Katzman and his orchestra, and the Cavaliers audition for NBC March 29.

Arthur Macy leaves for the coast soon and opens at the Los Angeles Paramount April 1. A sponsor, through his agency, is building a new program for Mildred Bailey. John Hambling was away from WOR for a week, making a hurried trip to Florida to be with his son who is now recovering from a serious illness. Plough show has been renewed and will be on now until July at least. NBC has been unable as yet to clear the time for the proposed Lucky Strike show. Don Burt, of Jack Benny's orchestra, is celebrating the arrival of a son. Lee Sims and Ilmamy Bailey are dickering with a toothpaste manufacturer. Baltimore Symphony has been given four more stations, a total now of 49. Irwin Delmonico, Fred Allen's show, is a practicing attorney. Johnny Green, songwriter and orchestra leader who directs the Oldsmobile programs, now has an office on the 18th floor of CBS. Seth Parker yacht has been closed to the public since a visitor fell down a companionway and was injured.

RADIO CHATTER

New York

George Buchler has dropped the professional name of George Bennett previously used for his appearances as baritone soloist on sustaining programs over NBC.

Leo Weber and Johnny Winters now play classical as well as pops on their organiques over the NBC red network.

Roy Heatherton, "The Old Troubadour" on the Ipana program, and on NBC sustainers, is a 24-year-old baritone who made his radio debut seven years ago with the Paulist Choir. Later sang with Paul Whiteman.

Herschel Williams, J. Walter Thompson staff producer, vacationing two weeks in Savannah.

Sam Slade, assistant to the night chief of CBS' press department, comes from the dissolved Columbia News Service.

Charles Carling playing the State, Newark, week of March 23, does the next at the State, New York, a third set two weeks after at Loew's, Jersey City.

Four of NBC's exes framed their trip up for the final auditions committee last Wednesday night (14) by slipping themselves into the hearing list as a quartet. They revealed after the audition, other thumbed down the mystery foursome as lousies. Making up the quartet were Frank Black, E. F. H. James, Skeets Miller and George F.

Johnny Green on the regular CBS staff as musical adviser and research expert.

Hostesses have replaced pageboys at the info desks in the NBC office quarters.

Tom Rockwell consults numerologists for names with which to his new acts but never uses the billing conjured up by the moonshaying sisterhood.

Sylvia now with CBS for a buildup.

Dorothy Menzin, eight years ago to Herman Bernie, has been promoted. She's his assistant.

Austin J. Ryan, ex-Chief, is with Free & Steingard's Manhattan office.

Preston Peters in from Chicago a couple of months ago, still hasn't ridden on a Manhattan subway and has a whole list of other "firsts" to perform.

Daniel Starch, New York, has a series of visits for department stores that have interior decorating department.

John "Babe" Haulser joins the Paul Whiteman organization as a singer. Another new recruit is Angie Cardaman.

Leon and Eddie's had a cocktail party in honor of Al Johnson and Al sang plenty.

B. A. Rolfe orchestra opens March 22 at the Avenue restaurant, Manhattan, and will have a gala press gathering.

Hank Keene's Gang now doing a supper-hour, thrice-weekly commercial for Crazy Water Crystals over WGY in addition to a daily morning sustainer. Succeeded the Banjoers, Lee and Don Hancock, on the commercial.

Victoria Colanario, a local soprano, who had been doing solo programs for a short time, is now appearing with Skip, Step and Hap-lanna on trio's daily broadcasts over WGY and also has a radio program.

Act is on the NBC red network Saturday mornings.

Waldo Pooler, Jerry Brannon and Tom Lewis, with WGY's Leo and Eddie set, recently did seven shows in one day at Utica, N. Y. Trio worked four in a theatre, played two club-dinner dates, and gave a benefit performance in a hospital.

Rubinfelt gets New York license plate UO. Irving Berlin's is 7B.

Harrison Slocum, Newburgh, N. Y., tenor, can't open his act as a pianist when he does his weekly stint over WGNV at Chester. The reason: the pianist is Mrs. Slocum.

WOKO, Albany, has arranged a series of special broadcasts during Holy Week. At noon each day ministers representing various denominations will give religious talks.

Talk about college-trained folks in radio, WOKO is there, with Duvell Richardson, Cornell; DeWitt Robinson, Colorado College; and W. G. Legrow, Royster Rand, Colgate; Douglas Joselyn, Union; Al Coplan, Albany Pharmacy; Harriet Charnagne, Syracuse, and Forrest Willis, Albany Law.

New England

John Shepard, 3d, writes letters without salutations.

Jack Tierney of the WCAX staff at Burlington, Vt., now has the title of chief announcer.

William H. Rose, WGY announcer, is vacationing at his home in St. Albans, Vt.

WCAX, Burlington, Vt., using Blue Coal comedians. Herbie Edward Gisburne, continuity edi-

tor for WEEI, Boston, narrowly escaped serious injury when, as he was about to leave the station, the crutches broke in two. The crutches were given him by the United States government twenty years ago, after a Mexican bullet took his leg off above the knee during an engagement at Vera Cruz, in the course of which Gisburne so conducted himself as to be awarded the Congressional Medal of Honor. So attached was he to his constant companions, he had repaired them frequently with wire and adhesive tape, but at last they have become useless.

WDEV, Waterbury, Vt., has extended its broadcast time 15 minutes, being on the air daily until 5:30 p.m.

WQDM, St. Albans, gets its Plattsburgh, N. Y., programs by telephone.

Harriet Hall, St. Albans, Vt., and Hazel and Marguerite Burnap, Swanton, Vt., WGY's Three School-maids have been vacationing at their respective homes.

The Circle orchestra is now broadcasting over WSWE, Rutland, Vt.

Ellie Eberhardt, WICC, Bridgeport, cashing in on piano talent at Stamford roadhouse.

"Five Rhythmites," Negro singing and musical quartet, spotted 1 p.m. Wednesdays at New Haven studios, WICC.

Howard McClune, 10-year-old violinist, featured by Marge Hull's band, WICC, Bridgeport.

WAAB, Boston, is seeking permission from the FRC to move their transmitter from Squantum to Annisquam, near the FRC to move the burndale, Mass. Also would like an increase in power of 500 watts and a new wavelength of 640 kc.

John Shepard, president of the Yankee Club, was in Washington the past two weeks attending the code hearings.

Eleanor Talcott, WTBZ singer, has gone in the Club Tourzinger for a couple weeks.

Alice O'Leary, Paul Whiteman audition winner, is doing a turn at Coconut Grove, Boston, with Ranny Weeks and his orchestra.

At the last minute Rodney May was called in by the Met, Boston, for this stage show.

One of the instructors at the Shadyhill School in Cambridge invited his ninth grade class of boys to his home for Sunday night dinner.

They had accepted the invitation with the one stipulation that they would go if there was a radio in the home. Because they would not miss their favorite program.

Pennsylvania

Ben Greenblatt, WCAU, Philly, piano rambler, planning band tour this summer in Europe—but no Germany!

Cameron Andrews in New York for connection with NBC as voice impersonator.

Paul Douglas' pending divorce suit is handled by WCAU's I. D. Levy, his ex-boss.

Congrats to Sandy Guyer, WPEN, Philly, announcer, on birthday.

Mr. and Mrs. Meyer Davis at the Bellevue hotel, Philly, to quint at his local act.

Ham Dalton, WPEN, Philly, news commentator, drawing fire for rapping Charles Lindbergh on the air mail scandal.

WCAU, Philly, getting an air break ready for the brunette Dorothy Hall, after a long lay-off.

Reports are that WCAU, Philadelphia, is happy to have the Chesterfield show again. Story is that Stokowski messed up the big studio with tricky acoustic effects.

No more eating in the WIP, Philadelphia, studios is the latest dictum. One of the boys had the bad habit of spilling coffee out the window.

Stan Lee Broza back from Atlantic City to resume the WCAU program. He'll be back after a vacation for his youngster.

WWWS, Pittsburgh, scouting around for a new location. City's youngest station must give up its Hotel Schenley studios in a short time.

Phil Spitalny, Irving Aaronson, Jack Levan and Will Egan are all to play Military Ball at William Penn hotel, Pittsburgh, Friday night and will go on the air over KDKA.

Chickie Moss, who used to be on WCAE, sticks with Don Bestor for his new commercial and stage appearances.

Darrell Martin, radio editor of Pittsburgh Post-Gazette, promises crippled and ailing shut-ins autographed pictures of every air favorite they want.

KDKA's newest team, Tommy and Sherlock, from Akron, O., sustaining six mornings weekly now. They came here after a six-month engagement on WVVV, Wheeling, W. Va.

Dave Rubinfelt spending week (Continued on page 42)

Can. Performing Rights Case Settled After 6 Mos.

Ottawa, March 19.

Canadian Performing Rights Society withdrew its injunction proceedings seeking to restrain the Canadian Radio Broadcasting Commission from using protected popular musical compositions with the announcement that the government had purchased a license from the Society.

The tariff filed at Ottawa by the Society for the royalties for public performance over the air was made up of fees totalling \$5,000.

Upstate Stations Adv. Deal With Sales Crew Leads to Grief, Law

Albany, March.

When a merchant tuned in on WGLC, Hudson Falls, expecting to hear a program on which he had purchased "time" and it failed to come out of his loudspeaker, what appeared to be a broadcast sales racket was exposed and also found to have extended to WHAZ at Troy.

Forty merchants in Saratoga Springs, Greenwich and Salem paid more than \$500 for what three salesmen told them would be a program broadcast by WGLC. They represented that a prominent man in each community would speak on "Community Hour," in which the advertisers would be mentioned.

A few days after the WGLC program did not go on as scheduled, Ralph E. Wakeman, 49, of Claremont, N. H., was arrested on a charge of obtaining money under false pretenses. He was seized at Troy while boarding a train for Burlington, Vt.

Police said that Wakeman had letterheads bearing the inscription "Radio Advertising Specialists, Burlington, Vt."

Wakeman faces arraignment tomorrow (20) in Saratoga Springs Police Court.

4-WAY AUDITION

Meat Company Tunes in Officials in All Branches

Tacoma, March 19.

KOMO (NBC), Seattle, gave an audition for the Columbia Broadcasting Company, one of the Coast's largest meat concerns last Wednesday evening (14), feeding from Seattle direct by Postal to offices here, also to KHQ in Spokane, where another plant is located and to Portland, KGW, where company has two places.

Seattle officials of the company were guests of the KOMO studio. Company is listening to decide on Northwest radio hookup.

"Harpers Corners" revised to "Carstens Corners," was sent out by the cast from the feeding station.

Frank Merriwell, Fiction Boy Marvel, Goes Radio

After two years of auditioning the script for a long row of clients the J. Walter Thompson agency has found a taker for a dramatized version of the Frank Merriwell series.

Dr. West (toothpaste and brush) debuts the serial on NBC's red (WEAF) link Monday afternoon (26) on a three week basis.

Program will originate from Chicago, and Gilbert Patten, who wrote the Merriwell stories under the Bert L. Standish tag, will do the adapting.

Same commercial may bring Kate Smith to the CBS for three nights a week schedule.

More Wayne King

Chicago, March 19.

Lady Esther cosmetic, through the local Stock-Goble agency, adds a new Columbia program for Wayne King band.

Starts April 15 for a weekly Sunday shot from nine to 9:30 p.m.

Cal Swanson's New Job

Cal Swanson is the new p. on radio for the J. Walter Thompson agency. His predecessor, John Gurie, has been assigned to handle the publicity for the Nash account.

The latest to join the Thompson list: Swanson comes from the Lennen-Mitchell agency where he specialized in the ballyhoo of the Old Gold and Woodbury programs.

Mexican Music Gets Big Vote of Confidence After 8 Yrs. on WOAI

STORER SAWING WOOD

Temporarily Aim Is to Pap Up WMCA, Manhattan

Detroit, March 19.

New chain being contemplated by George E. Storer will not get started until WMCA New York is completely reorganized from a business standpoint, according to Storer. As soon as this station is ready the chain plans will go ahead with a total of 14 stations in the network. Chain to cover the eastern and central parts of the country.

Storer is not resigning as President of CKLW, but may replace himself as general manager in the near future, but declines to name his successor.

Uncle Sam Tests Radio Controlled Invention

Baltimore, March 19.

Dual radio circuits between Baltimore and Washington will be established soon by the Department of Commerce to test the practicability of a nation-wide web of aeronautical teletypewriter trunks operated by radio, a new invention.

If found practicable, the government figures to save appreciable sums through elimination of leased land wires which have been used to transmit weather reports and maps along the airways.

Transmitter will be located in Washington and receiver at Logan Field, local airport stop. Rex Martin, assistant director of U. S. aeronautics, is bossing the project.

Mary McDonough Charm Talks for Arden Co.

Philadelphia, March 19.

Face-fixing Elizabeth Arden signs writer Mary Catharine McDonough this week for a new series over WCAU locally Monday, Wednesday and Friday mornings at 10 a.m. Program is called "Lady Charm" Talks for women on makeup.

Mary McDonough, a Bostonian, is chairman of the Massachusetts NRA Board.

Vic and Sade Double

Chicago, March 19.

Vic and Sade program after a sustaining run again returns to a commercial for local sponsorship by the Ironized Yeast company of Atlanta. This follows the blow-up of the Ironized Yeast plan to use a five-minute disc plus 10 minutes of studio talent.

Vic and Sade show starts March 26 on WENR for a Monday, Wednesday and Friday try at 7:45 p. m. Will continue its regular noontime program on NBC but without a Chicago outlet. Program was previously sponsored by Jelke products.

Likes Monday Nites

Hollywood, March 19.

Hollywood-on-the-Air, NBC emanator from here, goes back to Monday night broadcasting, March 26.

Has been on Thursdays from 9:15 p. m. to 9:45 and will be from 9 p. m. on the new day.

Orchestra has been increased from 19 to 25 pieces.

OIL ANNOUNCEMENTS

Chicago, March 19.

Midcontinent Petroleum Company last week turned out a flock of one-minute announcements at the RCA Victor studios here. Through the Potts agency of Kansas City.

Are known as DX announcements, and are simple dramatizations. Expect to hit the stations in the mid-west by April 1.

POET BLANDING AIRS

Hollywood, March 19.

Don Blanding, poet and author of Hawaiian material, goes on KNX for a twice-weekly broadcast.

He'll read his own stuff, backed-up by piano and stringed instruments.

CKV, Manitoba, celebrated its 11th anniversary last week with a special broadcast arranged by Darby Coate, program director.

Dallas, March 19,

consecutive weekly broadcasts over station WOAI, San Antonio, a record of eight years and two months which may be not be equalled in the annals of other advertising. The Gebhardt Chili Powder company, through the Dallas office of Tracy-Loock-Dawson, decided to add other southwestern stations to its outlet. Whether its WOAI programs, a Spanish-Mexican instrumental and vocal type, would appeal to a larger audience puzzled all involved.

To solve their quandary, officials of the company agreed to an "over the air" addition of two thirty-minute programs on the same night—one their standard type and one of an American type—leaving it up to listeners for a vote. The peculiar audition, believed to be the first of its kind here or elsewhere, was given advance announcement over the radio station and by radio-page ads. After the stunt, more than 10,000 replies were received (and each rewarded with a copy of a Spanish-Mexican recipe book) hotly in favor of the Spanish-Mexican program.

INSURANCE CO. SUES WBIG, GREENSBORO

Charlotte, N. C., March 19.

North Carolina Broadcasting Company is defendant in an action instituted in superior court by the Jefferson Standard Life Insurance Company for appointment of a receiver for the defendant company and to recover \$790.60 alleged to be due as rent for quarters of station WBIG, atop the Jefferson Standard Building at Greensboro.

Complaint alleges that J. L. M. Smith, president of the broadcasting company, has transferred and assigned his right and interest in 612 shares of stock in the company, subject to escrow agreement with J. B. Pound as security for an indebtedness of \$20,000 evidenced by notes.

Further allegations in the pleadings say that Clayton C. Townes, following the stock assignment, has taken charge of and is managing the station and is seeking to have the broadcasting license transferred to another corporation known as Guilford Broadcasting Company. Mismanagement is also charged against Townes.

Pete de Lima Does a Greeley for Hollywood

Pete de Lima goes to Hollywood on a permanent assignment for the Columbia network arts bureau. He will work there with George McGarrett of the CBS commercial department.

De Lima has been second in command under Ralph Wonders in the New York Artists Bureau.

Gilmore Comics Land

Hollywood, March 19.

Ken Ilum and Duke Atterbury, who were featured on the Gilmore Circus over KFI and coast NBC, land on the staff of KMTB.

Comics are on for three 15-min. periods, commercialized by Daltons, Inc.

CREAM OF WHEAT STAYS

Though its original 13-week contract expires with the April 22 broadcast, Cream of Wheat has decided to keep the Sunday night dramatic affair with Angelo Patri going until May 3.

Cereal packer withdraws from the air each summer because of the seasonal nature of the product. It's Patri's third year on the contract.

Sherri resurfaces

Marley R. Sherri has quit NBC's program department to do freelanceing as an announcer. Accounts her career in radio.

He'll read his own stuff, backed-up by piano and stringed instruments.

Besides announcer Sherri's functions as contact between the traffic department and Philip Carlin, assistant manager of the program department.

Radio Chatter

(Continued from page 38)

with ailing parents during violinist's engagement at Stanley, Pittsburgh, with Eddie Cantor.

Ted Weems and Zee Zee have both been signed for an Easter Ball at William Penn Hotel March 31 and are to broadcast over KDKA.

Cyrella Tuttle, Pittsburgh girl who last appeared in "Music in the Air" now singing over KDKA.

Pat Haley, for a long time on WOL and later KDKA, going to Cincinnati for WLW.

FRED ALLEN'S

HEPATICA REVUE

with
PORTLAND ROFFA
JACK SMART
LEWIS DELMORE
MARY MCOTY
SCHEATY LAMBERT
SONGSMITHS
FERDE GROFE'S MUSIC
Material by Fred Allen and
Harry Tugend
WFEA
Wednesdays, 9:30 p. m., E.S.T.
Management, Walter Batchelor

COLUMBIA BROADCASTING SYSTEM
Presents

LEON BELASCO

ARMOUR PROGRAM
9:30-10 P. M. FRIDAYS
WJZ
MON.-WED.-FRI.
IS MIDNITE
Nightly 8 Melody Lane New York
Solo Direction HERMAN BERNIE
1610 Broadway, New York City

THE GREEK AMBASSADOR OF GOOD WILL.

**GEORGE
GIVOT**
On tour with condensed
version "New Yorkers"
Solo Direction
HERMAN BERNIE
1610 Broadway, New York City

THE SIZZ- LERS

First to introduce
"The Three Little Pigs Are
Pork Chops Now"
For further information
HAROLD KEMP, NBC Artist, Bu
Radio City, New York City
Personal Direction, CHARLES A. BAYNA

JULES STEIN

IS ORCHESTRA
At Prima Rainbo Gardens
NBC-CHICAGO-NBC
WGN (Daily) 10:50 P. M. CST
WZZ (Wed.) 11:30 P. M. EST

LITTLE JACKIE
HELLER
Mon., Tues., Fri., 4:15 P. M.
Wed., 4 to 4:30 P. M., CST
Sat., 4:30 P. M., NBC
Management, NBC, Chicago
For. Dir., HERMAN BERNIE
New York City

EMERSON GILL
and His ORCHESTRA
WTAM NBC
Cleveland Monday 1 P. M.

North Carolina

"Smiling Frank" and "Sorry Sam," two comedians, went on WWNC for the first time last Wednesday evening and have now been given a regular spot on Tuesdays at 9 p. m.

Homer and Walter Callahan, whose ballad and yodel recordings are sold in perfect and Romeo records and who are weekly features over WWNC, will return to New York City within the next few weeks for a new series of recordings. These are made by the American Record Company.

Homer Callahan, WWNC, slipped off and got married last Saturday, going to Greenville, S. C., for the ceremony.

Lee Everett, program director at WBT, Charlotte, N. C., is a devotee of Shakespeare and reads the classic old plays aloud for a period of time each day as an exercise in voice control and placement.

Charlotte, N. C., police flashed the news to WBT that Frances Robinson had been seriously injured in an accident and carried to a hospital. Frances Robinson is a WBT torch singer. Station immediately sent flowers. A short while later Frances walked into the studio, without a scratch. It was another Frances Robinson at the hospital and enjoying the flowers.

Dr. Willis Parker delivered the National Business Women's week address over WWNC, Asheville, N. C., at the Asheville, Business and Professional Women's club.

Doris Terry Andrews, operated on recently, went back on WBT Sunday with her new Mary.

Clemie Reid, secretary for the program department at WBT, Charlotte, is working up a sister song act with two other young women.

WDSU, Winston-Salem, N. C., has retained four new faculty members for the spring term of its radio school. They are: Noble R. McEwen, Dr. J. C. C. Adams, Helen Hart Fuller, and Miss Elizabeth Lilly.

Feggy Fears in Asheville on a vacation, presents a program over WWNC for "shut-ins" and the several hundred World War veteran patients at the nearby Oteen hospital. She is accompanied by William Stimmerman.

Ellen Deppie, of Biltmore college, is presenting a program of stories, poetry and songs, designed for children, over WWNC, Asheville.

An analysis of the broadcasting time of WWNC, Asheville, recently made by G. O. Shepherd, manager, showed that the 16 monthly programs of classical music totaled 1,168 hours and popular dance music, 2,116 hours.

Pacific Northwest

Carl Haymond, owner KMO, made the hookup and tie-in from Postal wires for KOMO, Seattle addition for Carstens Packing Company program here. He saved Seattle station sending technical men here for purpose.

KMO broadcast Christian Science lecture Monday eve. This is a new feature and caused lots of comment.

Lutheran radio hour over KVI, 9:15, newest feature, with all Lutheran churches in city giving program. This town about 60 percent Scandinavian.

During Tacoma city campaign, rival office seekers, not speaking, were sometimes placed in small studio together, awaiting their turns. Several arguments waxed warm and studio manager said it would have been a sensation if they could have plugged in for the people. Four followed each other in one studio in half hour.

Reported that Frank Baker, publisher of Tacoma Tribune, and Daily and Sunday Ledger, who has said he would never have a radio in his home, is now listening.

Extra sales to small area radio, Tacoma newspaper, only issue small sheet even for big city election. Executives claim radio beats them to it.

Mid-West

WKBB, Dubuque, has a Sunday afternoon club program. Bears the title "Nut Sundae Club." Presided over by a chief nut.

Niles Trammel tanned and humming back at his NBC desk in Chicago.

Dick Platt and Al Niernan, two piano team, renewed by Hincley and Schmitt as the Cornish Water Band.

Quin Ryan, WGN, Chicago, ducked out of town finally on his Mexico journey.

Kaltenmeyer's Kindergarten now with no Chicago outlet is on the NBC northwest group.

NBC Chicago mob carrying perfume in order to overcome the gagging odor of those cleaned carpets. Nobody seems to know what became of the reported year's contract

between the Lincoln Theatre Corp. and KFAB for daily broadcasts which was signed in December.

Monte Meyer, KFAB-KFOR sales manager, back at his desk after a week's illness.

Foster May, KFOR newscaster, hasn't learned yet not to divulge sources.

World Broadcasting Co.'s wax programs fill in a lot of time for both local stations as well as the KOIL branch in Los Angeles.

Harry Johnson, who edits a sports column, KFOR, did nipsups trying to keep the Omaha Bee-News and the local ether link for basketball tournament dope.

Gretchen Lee (Katherine Stone), KFAB advice-to-the-loverlorn, is swamped with work doing office management of KFOR in addition to answering heaped up mail.

East

Frankie Basch set on a 17-week commercial via WAAT, Newark.

Real tag line for WCEB, Baltimore warbler, is Ray Hulse.

Purnell Gould and Hope Barrell on a quickie from Baltimore to N. Y. to sting the CBS.

Harriet Cruise, CBS, in cast of "Spices of 1934" unit, current at Loew's Century, Baltimore.

Johnny Marvin, pencilled into Hipp's vaudeville week March 23, slated for guest broadcast over WFER, Baltimore.

John Carnaghan, WCAO, Baltimore, returned to mike duty yesterday (19) after recuperating from nervous breakdown.

Stewart Kennard had the WFERB Rimmon house on the dome for an oyster roast.

Allyn Hill, negro tenor, who sings over WFER, Baltimore, March 20, is first colored piper ever aired from station.

Sally Rand, fan dancer, answered questions for Radio Harris and Pebecco over WBS, Newark.

Artistic musical support over NBC, is now Bill Wirges orchestra instead of Green Brothers.

South

Jack DeWitt, chief engineer of station WSM, celebrating, J. H. DeWitt, the Third, who arrived March 1.

Bessley Smith's Revue, matinee program over Nashville's WSM, moves to evening schedule over WSM Nashville, Tennessee, last Saturday (19) his fifth year as poet and philosopher on WDSU, New Orleans, and other southern stations.

WDSU, New Orleans, Seiferth estimates, he's read 20,000 poems over the air.

Bessley Smith's program over WSM Nashville, Tennessee, evening schedule effective this week.

Jack DeWitt, chief engineer WSM, Nashville, is a papa now. The son arrived at three thirty a. m. last Thursday.

WSM, Nashville, presents each Monday night at 6:30 o'clock a program called "Man's Fight to Live"; dialogue handled by WSM Players, under the direction of Madge West, while the music is conducted by Alvin Masten.

Winburn (Red) Paris and his radio partner, Ruth Carlin, are to be married as soon as Red gets his diploma from Vanderbilt University. Red has already placed a gazillion on Ruth's third finger.

Meader Lowery, announcer for WSAF, Montgomery, for ten days, due to illness.

West

Mabel Mohrman, KOMO-KJR, Seattle, staff pianist, off to a permanent home in San Francisco after a one-month detour to Honolulu. One hundred friends and studio members at the send-off.

KJR, Seattle, is bringing in the other two distinguished visitors within the past week—Oswald Garrison Villard, editor of The Nation, and Japan's Prince Iyeyasu Tokugawa.

Monna Greer, the mountain girl found in a local restaurant where she was a waitress, after hitchhiking here and developed into a radio personality by NBC, is off on a leave of absence. Singer-guitarist called to Texas where her little daughter is sick in ill. She's been written out of "Memory Lane" and the Mavericks programs.

Wildroot comes off the NBC books this Sunday (25). Affected is the Sunday matinee quarter hour with Vee Lawnhurst and John Segal.

With the hair tonic tag it's the second season for this combination.

Gas Co. On WGN

Chicago, March 19.
Gas Appliance Company of Chicago has signed with WGN, the Chicago Tribune station, for a six-times weekly program, through the Campbell-Ewald agency.

New Business

(Continued from page 40)

work, Tuesday, 1:15 to 3:30 p. m., Feminine Fancies, originating KFRC, San Francisco.

Lesquendley, Inc., KHJ, Sunday, 11:30 to 1:45 a. m.; Thursday, 5:45 to 6 p. m., concert, ensemble and screen star interviews (Glasser Adv. Agency).

Atlantic & Pacific Tea Co., KHJ, Monday, 10:30 to 11 a. m., seven broadcasts, starting April 16, cooking school (Logan & Stebbins).

Harold Johnson Co., Wednesday 9:15-9:30 p. m., Sunday, 10:30-10:45 a. m., Drury Lane and Singing Strings (Heath-Seenot Agency), KNX.

Dr. Miles Laboratories, nightly, 9-9:15 p. m., news broadcast, (Waller Biddick), KNX.

Citrus Soap, Monday and Friday 7:15-7:30 p. m., "Crazy Quilt," featuring Elvia Allman and Lindsay MacHarrie, (Ehrenbach-Young), KNX.

SAN JUAN, P.

Richard Hudnut, renewed for 13 weeks each, dramatic presentation for cosmetic line and medical show for medical products. Placed through Conquest Alliance, WKAQ.

SEATTLE

Baker Fur, 15-15-minute programs a week over KOI; March 12 to June 11.

Lang Chemical Co., six announcements weekly, March 15 to April 15, KOI.

Wm. O. McKay (Chevrolet dealer), four announcements weekly, starting March 12, KOI.

Oregon Theatre, 15-minutes daily except Saturday plugging Major Claude Hammond adventure stories; started March 11, KOI.

Res Theatre, 15-minutes daily except Sunday program remote from theatre stage; started March 13, KOI.

Greenspot Mfg. Co., series of 26 announcements for the month of April, KOMO.

Hills Bros., 13 five-minute discs between March 13 and 29, KJRH.

Mellog Globe (comics), series of one-minute discs between March 12 and June 9, KJRH.

Griffith, Brown and Jordan, Inc., 15-minute program twice weekly for four weeks, starting March 19, KJRH.

ASHEVILLE, N. C.

J. X. L. Department Store, 21 announcements weekly, WNCN.

W. H. Westall, paints and lumber, four announcements, WNCN.

Finkelstein's, gold purchase license, 16 announcements, WNCN.

Crest Water Crystals, three transcription programs, 45 minutes weekly, WNCN.

Carolina Power & Light Co., utility programs, transcriptions, WNCN.

Freck Radio & Supply Co., 62 programs (two weekly); Sylvia's transcriptions, WNCN.

Machine Store, 26 announcements, WNCN.

American Coal Co., 26 announcements, WNCN.

Reber Beauty Parlor, 26 announcements, WNCN.

Brown Chevrolet Co., 26 announcements, WNCN.

Wheeler Shoe Shop, 26 announcements, WNCN.

Quality Bakery, 26 announcements, WNCN.

Joe Emanuel Store, 26 announcements, WNCN.

Mountain City Laundry, 26 announcements, WNCN.

Heverly's Furniture Co., 26 announcements, WNCN.

Luthers Grocery Store, announcements, WNCN.

NEWARK, N. J.

Pillsbury Flour Mills Co., renewal, four weeks, starting March 19, Monday to Fridays, inclusive, five-minute recordings, afternoons, "Party Lady," WOR.

Houston Goudias, renewal for 13 weeks, Fridays and Saturdays, 11:15-11:30 a. m., "What to Eat and Why," WOR.

Jordan Ice Cream Co., 13 weeks, starting April 15, Fridays, 6-6:30, Uncle Don, WOR.

Little Liver Pills, six announcements a week, one a day except Sunday, 52 weeks, WNEW.

PORTLAND, ORE.

Edward Holman and Sons, 15-minute transcription, Thursdays, evening, 9:15-9:30, through Frederick Schmalz, KGW.

Briley and Graham, local distributors Pontiac and Buick, five-minute program, 13 weeks, started week of March 11, KGW.

Dr. Harry Selmer, dentist, 15-minute news broadcast daily, one year, through the ABC agency, KGW.

Lyman-Wolfe and Company, department store; spot announcement service, plugging sale, KGW.

Olds Workman and King, department store; announcement service, KGW.

Bikes Cleaning and Dying Works, announcement service, KGW.

Mello-Gardner, dealer, three months announcement service, transcription, through Street and Pine agency, New York, KEX.

Hibbert Laboratories, Santisept-

tic Lotion, one month program service, seven days per week, through W. S. Kirkpatrick Agency, KEX.

Christian Science Committee on Publication for Oregon, six months program service, 15-minutes, three times monthly, KEX.

Tutor Plate, 52 announcements, one minute, through A. T. Peers Son, KEX.

Pendleton Woolen Mills, one month broadcast of local wrestling matches, through Gerber and Crossley, KEX.

THE
ARMOUR ★ JESTER

**PHIL
BAKER**

EVERY FRIDAY EVENING
WJZ, NBC NETWORK
COAST-TO-COAST

NEW YORK 9:30-10 P. M.
E.S.T.
Thru Station WJZ

CHICAGO 9:30-10 P. M.
C.S.T.
Thru Station WGN

**HARRY
McNAUGHTON**

ALIAS "BOTTLE"

THE ARMOUR HOUR
Coast-to-Coast
Every Friday Evening

NEW YORK 9:30-10 P. M.
E.S.T. WJZ

CHICAGO 9:30-10 P. M.
C.S.T.
Station WGN

Permanent Address: LAMBS' CLUB
130 West 44th St., New York City

**Isham
Jones
Orchestra**

COMMODORE HOTEL, N. Y.
The big show sponsored by
EX LAX every Monday, 9:30-
10 P. M. Sustaining-Tuesdays,
Thursdays and Fridays, 11:30-
12 P. M. coast to coast. WASH.
Direction
Columbia Broadcasting System

**RUBY
NORTON**

JACK CURTIS

CURTIS and ALLEN
Palace Theatre. Bldg. ew York

**HENRY
BURBIG**

"A Gay Young Blade"
GILLETTE PROGRAM

Monday, Wednesday, Friday
6:45 P. M., WEAF
Solo Direction
Ben Rocks Productions

Joe Parsons

Radio's Low Voice
SINCLAIR MINSTREL
Every Monday, 8 P. M. N.B.C.
CHICAGO

Special Meeting for 802 on Home Rule

Governing board of the New York musicians' union will determine at a special meeting, slated for Tuesday (today), what procedure to take in carrying out the membership's vote on home rule. Plebiscite held last Monday (12) showed that 3,691 of the 3,827 members who cast ballots were in favor of doing their own appointing of Local 802 officers.

Executive board of the American Federation of Musicians has been designating the local's officers for about 10 years ago. Local 802 was set up by Joseph Weber, AFM prez, as a counter faction to the original New York branch which had revolted against the International's authority.

Demon of the Strings EDDIE PEABODY Versatility in Entertainment

**PURE OIL
PROGRAM**
WJZ
Every Saturday 9-10:30 P. M.

**Featured Nightly
HOLLYWOOD
RESTAURANT
NEW YORK**

Personal Manager
RUDY VALLEE

**CONRAD
THIBAUT**

Wednesday, 8:30-9 P. M.
WABC

Thursday, 9-10 P. M.
WEAF

**IRENE
TAYLOR**

SEGER ELLIS
ROCKWELL-O'KEEFE,
RKO Bldg., New York

**GRACIE
BARRIE**

"The Sweetheart of the Blues"
ON TOUR WITH "THE PASSING
SHOW"

This Week (March 16)
RKO, BOSTON

Sole Direction
HERMAN BERNIE
1619 Broadway, New York

RAY PERKINS

Palmer House Cushman's Sons
CHICAGO BAKERIES
NBC WOR
Direction SEDLEY H. BROWN

PAT KENNEDY
(The Unmasked Tenor).

Sponsored by
Paris Medicine Co.
WGN, Chicago, Daily
1:30-1:45 P. M. CST

Best Sellers

Sheet music business last week enjoyed a lively session. Distributors found the going strong from Monday through Thursday. Showing especial strength on the buildup was 'My Little Grass Shack.'

Six best sellers for the week ending March 16, as reported by the leading wholesalers and syndicate stores the east, were:

- 'Old Spinning Wheel' (Shapiro).
- 'Thi Little Sylva'.
- 'Smoke Gets in Your' (T. B. Harms).
- 'My Little Grass' (Shapiro).
- 'Carolina' (T. B. Harms).
- 'Make Hay While the Sun Shines' (Robbins).

Radio Reports

(Continued from page 38)

without that irritating shrillness but Miss Manners accomplishes that rather extraordinary trick easily.

Tunes are of the home and fire-side variety mostly, such as 'Old Spinning Wheel' with older tunes such as 'Schooldays.' Besides the songs the company offering a book of songs and pictures to writers-in who include name and year of auto.

All-in-all a clean-cut and satisfactory local program. Gold.

BILLY HOUSE
With Naomi Ray
Comedy
COMMERCIAL
WEAF, New York

Billy House, the rotund comic who graduated from burlesque into Shubert musicals and has established himself as a standout entertainer of his class, made his commercial air debut as one of the items on last Thursday night's (15) Fleischmann session. As an introductory item he was a happy one as registered on the loudspeaker.

From the personality angle House showed lots of promise. With the proper piloting the fellow could likely be developed into a substantial piece of radio property. But for his first meeting with a cross-country hookup House handicapped himself with both shoddy material and bad taste. Along with this Naomi Ray, who came recently with him out of Earl Carroll's 'Murder at the Vanities,' failed to jell as an effective foil.

Script he gave voice to here had for its main and oftly repeated topic false teeth. With the program coming around the dinner hour House likely also churned more than one squeamish stomach with the gagline that explained why he didn't like rice pudding. 'Once,' he said, 'one of the raisins got up and walked out.'

ANGELO FERDI
With Tom Brown
Bands, Songs
15 Mins.
COMMERCIAL
WEAF, New York

Great Northern, one of the older hostilities located in the sector just northeast of Times Square, takes this late Thursday night (11 o'clock) segment on NBC's red key to drum up trade for both its dining room and living quarters. For a hotel to buy air facilities to plug its rooms is a novelty in the New York area.

As the entertainment fare between decorously phrased plugs the hotel offers Angelo Ferdinand's band, the present incumbent of its 'Crystal Room.'

Unit headed by Ferdinand makes a good selling point. It's a smartly balanced combo, inclining heavily on the strings and productive of a brand of dandypate that goes nicely with the car as well as the feet. Tom Brown fills in on the vocal interludes acceptably. Odeco.

HOLLYWOOD ON THE AIR
Sustaining
NBC from Hollywood

On several previous occasions, this program has been utilized to plug pictures by using brief dramatizations of highlights from the film, but on this particular program almost the whole half hour was used for a tabloid edition of the radio farce 'Sing and Like It.'

While comedy nature of this picture lends itself to airing, the program as a whole is not an improvement on the usual Hollywood On the Air programs and suffers from a lack of variety that outsiders expect from a broadcast emanating in the picture colony.

Three of the members of the film cast, Edward Everett Horton, Pert Kelton, play their picture parts in the other version but substitutes attempting to imitate the peculiar screen deliveries of Ned Sparks and

MILLS' GREETING But Friends of Both Trying to Patch Up Hylton Quarrel

London, March 10.

On Irving Mills' arrival at Southampton he was served with an injunction by Jack Hylton's lawyers restraining him from taking Cab Calloway and other acts over here. Injunction calls for speed trial.

Position is complicated as Calloway is actually not booked by Mills, but by Harry Foster. Conferences have been held between Mills and Hylton, with friends on both sides trying to patch up quarrel.

TIN PAN ALLEY'S GOT 'THEM MEETINGS' BLUES

For the director-members of the various music publisher organizations the current week will be one consistent round of meetings. Most important of all will be the gathering of the directors of the Music Dealers Service, Inc., at which nine are slated to formally vote their resignations, in accordance with the settlement agreements negotiated with Max Mayer's counsel. These resignations become effective April 1.

For the directors of the American Society of Composers, Authors and Publishers three distinct meetings are scheduled. One the regular monthly meeting, the other the annual meeting and the third the quarterly publisher classification meeting. If the publishers find the time they will also ring in the monthly meeting of the Music Publishers' Protective Association.

CHANGES NAME SPELLING

Jules Stein, Chicago band leader current at the Rainbow Gardens, has notified NBC that he's changed his name to Julie Styne.

Reason he gave for the moniker revision was that he's tired of having his identity confused with that of Jules Stein, MCA prez.

ROMANELLI STAYS NORTH

Toronto, March 19.

After refusing an offer from the Hotel Roosevelt, New York, Luigi Romanelli signed a new contract with the King Edward Hotel here. Will hold him for another two years.

Romanelli owns considerable property in Toronto and also maintains a racing stable here.

Zasu Pitts, and not doing good jobs

of it, spoil the illusion.

Harry Jackson's band had little opportunity on the program, playing only the new signature and sign-off themes. Both are particularly effective and big improvements on the previous open and closer.

Splash and boom of the signature is of a ballroom order and promises a lot which fails to eventuate.

Jimmy Fiddler's news of Hollywood personalities, curtailed by the length of the tabloidizing, was cut to only five items, but that was good news on the coast—the listeners having read it all in the afternoon papers anyhow. Sign.

JACK JOY'S ORCHESTRA

30 Mins.
COMMERCIAL
KFWB, Hollywood

Plugging theatre attractions, Ray before release, local Warner houses, is the aim of this program. Programs are on twice weekly, Sunday and Wednesday with the latter show including a tabloid edition of a Warner picture, lines of which are read by stock players. Teaser plan is one to intrigue listeners to a theatre, but the too-lengthy announcements for the Warner houses detract from an otherwise worthwhile half hour. Announcers on the Sunday program are on for theatre plugs for a minute and a half, three times during the 30 minutes.

Current band is a new combination, Joy having thrown out his former aggregation with the exception of two members and recruited tuners, mostly from name bands. His present brass section comprises chiefly boys formerly with Red Nichols, Ben Bernis and Gus Arnheim. Sax section includes imports from the Roxy theatre orchestra.

As it now stacks up the Joy combination steps ahead of any staff orchestra contribution on this station in the past. Popular stuff figures principally on the half hours, with the arranging, handled by Joy. Singing chorus effects are particularly well blended into the instrumental features. Stan.

Ad Agencies'

Radio Execs (Associated With the Show or Performance End of Radio)

- N. W. Ayer & Son, Inc.
500 Fifth Ave., N. Y. C.
- Douglas Coulter.
- Batten, Balfour, Durst
Osborne, Inc.
383 Madison Ave., N. Y.
- Arthur Pryor Jr.
Herbert Sanford.
- & Bowles, Inc.
ison Ave., Y.

Co.,
521 Fifth Ave., N. Y.

Milton Blow.

Blackett-Sample-Hummert, Inc.
130 Park Ave., N. Y. C.

Frank Hummert.
George Torney.

Blackman Co.
122 E. 43d St., N. Y.

Carlo De Angelis.

Campbell-Ewald Co.
Gen. Motors Bldg., N. Y. C.

C. Halstead Cottoington.

Cecil, Warwick & Cecil, Inc.
230 Park Ave., N. Y.

H. McKee.

The Paul Cornell Co.
50 Fifth Avenue, N. Y.

L. S. Caskin.

Samuel C. Crot Co.
28 West 44th street, N. Y. C.

Arthur Anderson.

Erwi, Wassy & Co., Inc.
420 Lexington Ave., N. Y. C.

Charles Gannon.

William Esty & Co., Inc.
100 E. 42nd St., N. Y. C.

William Esty.
John Esty.
Edward Byron.

Federal Adv. Agency
444 Madison Ave., N. Y. C.

Mann Hollner.

Fletcher & Eli
331 Madison Ave.
Lawrence Holcomb.

Gardner Advertising Co.
830 W. 42d St., N. Y. C.

R. Martini.

Gotham Co.
250 Park Ave., N. Y. C.

A. A. Kron.

Hanff-Metzger, Inc.
175 Fifth Ave.
Louis A. Witten.

E. W. Helfwig
9 E. 40th St., N. Y. C.

Geo. D. Carhart.

Joseph Katz Co.
247 Park Ave., N. Y. C.

Adela Landau.

Lambert & Feasley, Inc.
400 Madison Ave., N. Y. C.

Martin Horrell.

Lennen & Mitchell, Inc.
17 E. 45th St., N. Y. C.

Arthur Bergh.
Ray Virden.

Robert W. Orr.

H. E. Leean Advertising Agency
420 Lexington Ave.

John S. Martin.

Lord & Thomas
1 Park Ave., N. Y.

Montague Hackett.

eCann-Erickson, Inc.
285 Madison Ave., N. Y. C.

Dorothy Barstow.

Newell-Emmett, Inc.
40 E. 34th St., N. Y. C.

Richard Strobbridge.

Paris & Peart
370 Lexington Ave., N. Y.

E. J. Cogan.

Peck Adv. Agency
271 Madison Ave., N. Y. C.

Arthur Sinsheimer.

Pedlar & Ryan, Inc.
250 Park Ave., N. Y. C.

David F. Crosler.
Edward Longstreth.

Frank Pressbury Co.
247 Park Ave., N. Y. C.

Fulton Dent.

Ruthrauff & Ryan, Inc.
Chrysler Bldg., N. Y. C.

Barry Ryan.
Elizabeth Black.

J. Walter Thompson Co.
420 Lexington Ave., N. Y. C.

John U. Reber.
Robert Colwell.

Young & Rubicam
285 Madison Ave., N. Y. C.

Hubbell Robinson.
W. R. Stuhler.

MUSIC NOTES

Art Kassel and orch booked for several North Carolina dance dates by MCA.

A. Rolfe doing a comeback as a dance maestro March 22 at The Avenue restaurant, Fifth Avenue, N. Y.

Mal Hallett and Larry Funk are each set for two weeks at the Steel Pier, Atlantic City, starting around July 1.

Rockwell-O'Keefe moving Claude Hopkins coastward with dance dates, and possibly picture studio dates in the offing.

ORIGINAL
**CALIFORNIA
COLLEGIANS**

Late Features of
"Fifty Million Frenchmen"
"Three's a Crowd"

NOW
"ROBERTA"
NEW AMSTERDAM
NEW YORK

**YOU CAN'T MAKE
PATE DE FOIS GRAS
with PIGS FEET**

but you can devise
a radio program
by consulting

david freedman
author-program builder
c/o Variety, New York

**Jack and Loretta
Clemens**

WJZ
10:45-11 A. M.
Mon., Wed., Fri.
**WILBERT'S
FLOOR WAX**

Sole Direction
Ben Mosko Productions

**HENRY
BUSSE**
AND HIS MUSIC

NOW
CHEZ PAREE
Chicago

Broadcasting Nightly CBS

HOTEL PIERRE
**JACK
DENNY**
AND HIS ORCHESTRA

WEAF
Tues., 12:30 A. M. Richard Bodinet
WJZ
Sat., 12 Midnight Fri., 9:50 P. M.

VIVIAN JANIS
"ZIEGFELD FOLLIES"

Sole Direction
HERMAN BERNI
1619 Broadway
New York City

Most Played on the Air Last Week

To familiarize the rest of the country with the tunes most sung and played on the air around New York, the following is the compilation for last week. This tabulation will continue regularly.

In answer to inquiries, these plugs are figured on a Saturday-through-Friday week, regularly.

Tabulation in turn is broken down into two divisions: Number of plugs on the major networks (WEAF and WJZ of the NBC chain, and WABC, key station of CBS), along with the total of plugs on New York's two full-time independent stations—WOR and WYCA. Data obtained from 'Radio Log' compiled by Accurate Reporting Service.

	WEAF WJZ WABC	WOR WYCA	Total
'Over Somebody Else's Shoulder'.....	16	22	38
'You Ought To Be In Pictures'.....	18	18	36
'Let's Fall in Love'.....	19	14	33
'Carolina'.....	17	15	32
'Without That Certain'.....	21	10	31
'Neighbors'.....	12	18	30
'Infatuation'.....	13	14	27
'This Little Piggy'.....	14	13	27
'In a Shelter From a Shower'.....	12	14	26
'Goi' To Heaven on a Mule'.....	17	9	26
'There Goes My Heart'.....	15	11	26
'Wagon Wheels'.....	16	10	26
'You Have Taken My Heart'.....	15	11	26
'Do You Miss Me Tonight'.....	16	10	26
'My Little Grass Shack'.....	13	13	26

4 Performers Killed When Train Wrecks Auto in Flint, Mich.

Flint, March 19.

nite club performers were killed here last Wednesday (14) when a train struck their auto as they were returning from work at the Heidelberg cafe.

Dead are Lawrence Nay, 37, and his wife, lady, 25; Hurie Nay, 30, and his twin brother, Harry. Also in the car were Gypsy Nay and Minnie Smith.

Gest and Balieff

Ikita Balieff will establish himself in a New York nitty with Morris Gest as impresario.

Balieff arrived from Europe last week, and is making the rounds with Gest looking for a spot. They want a small place away from the center of town.

Inside Stuff—Music

Billy Rose, through his attorney, Julian T. Abeles, contemplates action against CBS over the chain's banning of his song, 'Frosted Chocolate', which Bill Robinson (colored) introduced in the Rose nitty revue at the Casino de Paris, N. Y. The songwriter-producer argues that Robinson's singing of the number and its general nature offends any CBS contention that the number might be interpreted as prejudicial to the colored race; that it is in the same sympathetic vein as 'Old Black Joe' and that the Columbia Broadcasting System's nix on the song is allegedly inspired by other motives.

Rose hasn't served his complaint as yet but his attorney states that because Rose ordered the CBS wire out of the Casino when the Don Redman band was ruled out, supposedly behind CBS' retaliatory boycott on the song.

Harms is the publisher and while music publishers in the past have been vexed by the radio chains insisting on the cleaning up of lyrics, etc., none has ever resorted to legal action. The usual thing is a compromise through a special radio version or the saplopping of the lyrics.

Two men, unknown to the music field but apparently loaded with dough, walked into Engel-Van Wiseman and offered \$20,000 in cash for the New York rights to the 50 folio of popular songs being published and sold by this firm, paying off in full with 20 bills of \$1,000 denomination each. They were turned down.

Belief of Engel-Van Wiseman and major picture companies supplying songs for the folio, is that the \$20,000 offer may have been designed to kill off this new and dangerous opposition to the continuance of street peddling of bootleg song sheets. The Engel-Van Wiseman setup involves sale in all the five-and-ten chain stores.

First folio, containing songs from pictures of all the majors, plus other numbers, went on sale about a week ago. First volume printing will run to 600,000 copies. Initial issue contains lyrics of 85 numbers. The cheaply printed sheets of the street pitchmen sell for 5c or 10c.

Since 'Last Round Up', Billy Hill has become national newspaper copy for success stories and the like. A couple have made an obvious error in stating that Hill is a pseudonym—a reversed coinage for hillbilly—and that George Brown is the songwriter's true moniker. The reverse is true. Brown is a non-de-tin pan alley and Hill is his actual name.

Within the trade publishers are wrangling that songs which Hill turned out as 'George Brown' should remain thus labeled on the title pages, and that subsequent editions should not bear his true name, a move to hook up Hill as the author of 'Last Round Up' and 'Spinning Wheel'. Publishers who have his songs desire to rechristen 'Brown' to his original Hill so that the title page may be adorned with the indication he wrote those two big hits as a means for sales promotion.

Paul Whiteman tried out a new idea at his Sunday nite Hotel Biltmore (N. Y.) concert by having not only guest musical artists but also the entire radio production troupe of 'The Wizard of Oz'. Outfit did a skit under Frank Novak's musical direction. Principal guest artists were Enric Madriguera who maestroed one of his original tangos, augmenting Whiteman's band with some of his own musicians from the Waldorf-Astoria hotel, and Donald Novis, radio tenor. Next week Conrad Thibault and Vincent Lopez are guest artists.

Biltmore has tilted the minimum dinner check to \$3 on Sundays with a sparse turnout the first time it was tried (18). Weekday minimum is \$2 for a club dinner.

Charles N. Green, band agent and former manager for Noble Sissle, who started a \$35,000 damage suit against Sissle for breach of contract, is similarly suing the colored band leader's present managers, Music Corp. of America, for another \$50,000. Both actions revolve about the exclusivity claim, alleging that MCA induced Sissle to break away from Green's management.

MCA's defense is that the former exclusive contract was terminated by a second agreement that Sissle could freelance, and that even now Sissle was paying a split commission to both Green and the MCA. Hence both defendants, via Attorney J. T. Abeles, are moving to dismiss the complaint.

One of the co-defendants in the Max Mayer vs. Music Dealers' Service suit, Robbin Music Corp., which insisted upon an order to dismiss the complaint against itself in that Robbins had long since bowed out of the MDS. It is stated that Mayer wanted to proceed heaviest against Robbins because of the Metro connection.

Some in the trade now regard the weakening of MDS as a boon to the industry while others are vehemently deriding the allegedly easy manner in which the publishers surrendered and leaving only Feist, DeSylva and Donaldson-D-G to legally fight it out.

In Baltimore estate cabaret, where none of clientele limits floor show to a d. and routines, pair of colored hoopers thought to expand via oral comedy. Chose that antiquated burlesq bit, 'Who's the Boss'.

At end of hooping chores one night they surprised the owner, surveying the act from a dim corner, by going into their chatter and dying. Owner tipped team to drop the dialog but the next night the straight opened with, 'Who's the boss?'

Office door sprang and owner bellowed, 'I am, you mugs, and you're fired.'

Witmarks' 'Eddie Cantor Song and Joke Book' is a new idea in motion picture song folios in that it combines the songs from Cantor's 'Roman Scandale' plus some comedy dialog, gags, stills from this Goldwyn-United Artists film and of Robinson, Wallingford, et al. It's to retail at 50c.

For the trade it's a novelty try for by-products income for, while it contains five picture songs, it is issued after the initial sales flurry on the thematic.

Select Music Publications, Inc., recently organized Rockwell-O'Keefe subsid, has 'The Dutch Mill', tune that Bing Crosby picked up from Harry Barris and Ralph Freed on the Coast. In the second week of release ending Thursday (15) the song showed a sales turnover of 30,000 sheet copies.

In less than two months since Harry Engel bought out Joe Kelt, liabilities of Kelt-Engel, Inc., have been reduced from \$50,000 to \$17,000. Songwriters' Protective Association is playing ball with Engel on accrued royalties, the publisher taking care of that end of it in part until next royalty dividends are due.

The Dump, newest night spot in Kansas City, uses bales of hay for seats. Advertiser its dance band as 'Dew Kellingtons'.

MEET YOUR FAVORITE STAR OF STAGE AND SCREEN
AT MIKE FRITZEL'S

CHEZ PAREE

America's Smartest Restaurant and Supper Club
611 Fairbanks CHICAGO

PHILADELPHIA TEST

Traditionally Poor, Cafe Town
May Be Opening Up

Philadelphia, March 19.
Local night club patrons will be seeing the light of day when Lew Pollock opens at the Walton Roof with his own show this Friday. This hotel is the first in the history of the town to crash through with a big gamble in a heavy floor show appropriation. It is understood that manager Charlie Duffy is handing out a budget of a grand a week, something unknown in Philly. Vincent Traversi crew remains for the dancing, and Pollock will conduct the show.

Pollock was just able to step in at the right time last weekend, after the verbal clash between Duffy and Marjo Villani, the former m.c., sent the latter packing off on a West Indies cruise. If the Walton enterprise succeeds, it should start the ball rolling for better night club stuff than the town has seen. Only other cafe doing a paying big is Cafe Marguery with Jack Lynch's hand at the Hotel Adelphi.

Frankie Jaxon East

Frankie Jaxon and his colored orchestra made a first New York invasion last week in Harlem. In Chicago over Stations WJVD and WBBM Jaxon laid the radio ground work for a three-year series of these dates.

AUSTIN PREFERS PIX

Hollywood, March 19.
Gene Austin and Candy and Coco pull out of the Clover Club after a 10 weeks' engagement tomorrow (Tuesday).
Doubling spot with picture assignments has been a strenuous task for the Austin trio, who, when they finish their cinema duties will again return to the club.

Mayhall Opens Office

Pittsburgh, March 19.
Jerry Mayhall, formerly producer at Stanley here and more recently arranger of overture presentations at Stanley, Philadelphia, has gone into the musical contracting business. Mayhall also has the orchestra at the Tent club.
Before coming to Pittsburgh in 1929, Mayhall had been with Phil Spittain for 17 years, both as arranger and pianist.

NIGHT CLUB PERFORMERS

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"I JUST COULDN'T TAKE IT, BABY."

"THE MOONLIGHT WALTZ"
"INFATUATION"

ROBBINS
MUSIC CORPORATION
199 SEVENTH AVENUE
NEW YORK

NIGHT CLUB REVIEWS

CHEZ SAMAKANN

Philadelphia, March 14.
This spot has been trying hard, since Jack Lynch exited. Placed on a night up, in central location, with plenty of cash soaked into decorations. Chromium scheme, fancy bar, dim lights and all the pre-arranged atmosphere. No cover, but dollar and half per person sock, and two on Saturday draws the line for the young crowd.

Place seats 250. In intimate fashion, small floor, and band elevation at the front in good spot. Getting to be a late night hangout for show celebs, politicians and guys with dough. Full booze of the heart, but over average rates for Philly supper joints won't fill this place very often.

New show being m.c.'ed by Mickey Alpert, in grand style and admirably suited to the clientele's demands. Show opens with Jane Hayes, a blond hotcha dancer, who is just a Violet Lewis, a local gal subbing for Ann Roth, does a neat job of two vocals, with the top notes a little too screechy and maybe too low for a small room.

A short-act song and dance by Helen Manning gets the next turn with well-acrobatic finish. Rhodium and Rhima, a ballroom duo, contributed good first flash and fair encore which they shouldn't have done with another turn coming up.

Two holdover faves in Catherine Rand and Groce Adams who gets the gals with the sex ballads. A neat looking chap with a swell voice and pleasing personality.

Mickey Alpert gets the medal for lifting the Chez out of the dumps. Guy sparkles, and works smoothly with Barney Zeeman's band in comic chatter all through the show.

A strike and another disc for Zeeman's crew who play the neatest floor show job in town.
Nice part about the place is that there's always added stuff. The visiting show people. With the floor show over, Syd Marlon, playing at the Earle, took the spotlight and held it for an hour. Line of lookers out this week for the overhead's a little heavy.

Hollywood Gardens

(BALTIMORE)

Baltimore, March 15.
Spots of this type have been mushrooming all over town. They represent a new era, after a fashion, in evolution of nitties in that they're in strictly nabe sectors and cater exclusively to that live-in-folks residing within walking distance.

Hollywood Gardens typifies and parallels a squad of similar spots but is probably better known due to insistencies. The place advertises Sans couverts and minimums at all times, its liquor tariffs are on a par with loop barrooms. Yet there's a floor show and dance band.

Place accommodates 300, and business has been okay.
Don Skirman's nine-piece ork is nice for spot. Right up the alley for the hoovers who engage in a leaping, put-it-down frenzy of dance-hall-tearful-Floor-show-liked but compares unfavorably with what's on tap elsewhere in town.

A warbler, Joan Dalley, has a deal of voice and personality but is sorely untutored. Deleo Sisters are routine with harmony and unison hoofing. Irma Lane rolls all over the floor and Ann Ellis kicks up some rhythm topology.

Waitresses are a bit incongruous in nitery and heightened by fact they've toggled out in a la te shoppe servers.

TABARIN, PARIS

Paris, March 10.

In a tough season this spot stands out as having found the formula for packing them in nightly, appeal to the crowd, not to the few; good dance music; a floor show combining, sensational stripping with flash dancing and low prices.

On a week night you can put in your time at the Tabarin from 9 until 2 a.m. for a total of 16 francs a head, plus tips; that's \$3.00 today. Eight francs is the gate charge and you can get a drink at a table for eight more, entitling you to park all night. There are plenty of opportunities for those who wish to pay more, but there's no need for it, and the local customers know it.

This makes the crowd a strange combination of neighborhood boys and girls out for a night of dancing, and people with a little money to spend who come after the theatre to see the door show and grab a dance or two.

The show avoids names and depends for its appeal on inexpensive but attractive pantomiming and witty assemblage of miniature revue numbers. Show is put together by Pierre Sandrini and Pierre Duboulet, managers of the place, who hire their own talent, and cheaply.

Show opens with a number called, 'Autumn', combining an eccentric dance by Mura Dehn and Suzy Marlin with a strip ballet clad in occasional leaves. Next is a clever number called 'Hollywood', in which Emelyn Novelly represents 'La Imp', aided by wooden figures painted as American millionaires in painted clothes with revolvers pointed at their temples, which flop over on their sides in suicide at a bang of the gun. The comedy does the first flashy strip of the evening by dropping the top of her black evening gown during her dance on the floor and then letting the dress fall entirely, showing her derriere as she walks up steps on the stage, which is at one end of the floor.

No number is carried by the costumes worn b. Miss Dehn and four of the chorus, representing Negro art statues. The fantastic little figures prance around the stage in several years. Once in a Billy Rose musical. Follows a series of very short one acts b. half a dozen girls in each representing some dress accessory. Biggest hand goes to a girl billed as Daniel, with a grand build, who represents a fur coat, wearing only a collar and one fur glove, which she keeps firmly fixed in front of her.

Solid act of the evening is the French cancan, which the Tabarin has made famous. A flower ballet tops off the show.

Tale has spread that this is the best show in town for top mugs bringing mobs nightly even during the taxi strike. Evening dress is rarely seen, although a fair amount of American business is being done. Stern.

PENNY IN ALBANY

Albany, March 19.

Ann Pennington is on a month's engagement in the floor show at the New Kenmore hotel here.

Simons at Blackhawk

Chicago, March 19.
Seymour Simons orchestra comes into the Blackhawk cafe April 1. Replaces the Hal Kemp band which heads for a tour of one-nights.

MAX MAYER BEATS M.D.S.

RISING SUN SETS FOR JERRY WOOD'S OUTFIT

Tokyo, March 1.
Jerry Wood and his orchestra are quitting Japan. Three of the boys have gone home already and the remaining seven leave Kobe today (1). Band stuck together until debt to Ginza dance hall, which brought them out in September, had been settled. This was managed by doing a flock of recordings for the Teichiku Record Company. Settlement with the hall was made for the band by the American Consul General, who got the American Associations of Tokyo and Kobe interested in sending the seven remaining members home. Each boy put up a couple of hundred yen, and the boys are traveling home third class, mostly on their own money.
Band was the fastest aggregation ever to come to the Far East and could have been a success with a little different management — but with different management it probably never would have come out here.

Mills Lengthen London Stay; Crosby Won't Sail

Mills Brothers will probably double the length of their stay in England. Harry Foster agency radio-grammed last week offering the extra time. Present contract calls for a split between the Palladium and Alhambra, with after-stage doubling into the Mayfair Niterie. Quartet is slated to sail on the Paris April 28. Tom Rockwell, the team's manager, will precede them by a week.
Foster agency also queried about Bing Crosby's coming over for a tour of Europe this summer. Rockwell-O'Keefe office, which represents Crosby, replied that personal appearance dates being laid out for him on this side would prevent him from leaving the country during the next eight months at least.

George Olsen Tours, Ethel Shutta with Him

George Olsen closes with his orchestra at the Hotel Pennsylvania, N. Y., April 6 and starts a dance-theatre tour. His wife, Ethel Shutta, on the Nestle's Chocolate radio show at \$1,000 a week, is trying to bow out of her contract to tour with Olsen. She is signed until next August.
As a compromise she offered to defray the wire charges to wherever the Olsen band might be providing Walter O'Keefe, her vis-a-vis on the radio commercial, jumped out as a professional courtesy. While this might be amenable all around it's up to the sponsor, who is resisting any remote control broadcasting idea.
Most likely settlement will be for Miss Shutta to play off her radio contract time on some future commercial for the same agency, although probably a new sponsor.

Takes Poison, Tells Of Act and Is Saved

Baltimore, March 19.
Jerry Gladden, baton-twirler for the Franklinton hotel orchestra, recovering from effects of poison self-administered.
Gladden told manager Frank Rowe of what he had done, and Rowe rushed him to a hospital.

Ted Snyder Agenting

Hollywood, March 19.
Ted Snyder, former New York music publisher (Waterson, Berlin & Snyder), has joined the ranks of local agents.
He is associated with the Small-Landau Agency.

ASCAP Allegation

To substantiate their contention that the handing out of ratings by the publisher faction on the ASCAP board of directors was interlinked with the recruiting of distribution membership for the MDS, Max Mayer's lawyers submitted as an exhibit the following list of publisher classifications showing where, allegedly, they stood before and after joining the shipping combine:

	Before	After
Ager, Tollen & Bora	B	
Irving Berlin, Inc.	A	
DeSylva, Brown & Henderson	A	
Leo Feist, Inc.	A	AA
Harms, Inc.	A	AAA
Korshakoff, Inc.	A	
Remick Music Corp.	A	A
Shapiro-Bernstein Co.	A	A
Santley Bros.	B	
Witmark	B	AA
Donaldson	B	
Gumble	B	
Bibo-Lang, Inc.	G	
Harmon	G	
Goodman Music Co.	I	
Music Music Co.	I	
Inc.	X	I
Oman Music Co.	X	I
T. B. Harms, Inc.	X	OC
Lux Bros.	P	PP

* No rating

SPA'S BOYCOTT IDEA ON NON-PAYING PUBS

The Songwriters' Protective Association is flitting with an idea of boycotting those music publishers who don't meet their royalty obligations.
It is felt that this will have a vitalizing effect on the industry at large in that no music firm can function without suitable song material.

MOTHER-SON LIQUORLESS

Nuisance Charge Against Pittsburgh Cafe Partnership

Pittsburgh, March 19.
First night club to lose both its beer and liquor licenses in this territory is Cocoanut Grove, East Liberty, where suspension orders were handed down in court last week by Judge Marshall. District Attorney Park filed petitions asking for permanent revocation of the two licenses in the name of Ester Danzill who, with son, Art Farmer, band leader, has operated spot for more than a year.
Cocoanut Grove is situated in a residential district and residents protested to authorities that it was a common nuisance, that it operated until all hours of the night and observed none of the closing regulations.
Police officers also testified that they had made beer and liquor buys there after midnight on Saturday. Spot is still running, however, despite its inability to serve booze of any kind.

Lombardo on Waldorf

Roof Early in June

Guy Lombardo's orchestra returns to New York the first week in June at the Waldorf-Astoria roof.
Lombardo just closed at the Cocoanut Grove, Los Angeles, succeeded by Ted Florito on March 13, with Veloz and Yolanda, dancers, sub-billed. Both booked by MCA, which also handles Lombardo.
After Lombardo's film chores in Hollywood hand goes to the Hollywood Club, Galveston, where Anson Weeks is in for a five-weeks stay. Weeks now has Bob Crosby (Bing's brother) in his organization. Another newcomer to Weeks' combo is Frank Saputo.

ALMOST A STORY

Tokyo, March 1.
VARIETY maga here feels a little bit funny. A p.a. handed him something and he hit. P.a. told mags that Bing Crosby's records are the best selling plates in this market, mugg sent it on and it was printed.
Okay, except that the most recent Crosby record released in Japan was 'A Bench in the Park' and sung by the Whiteman Rhythm Boys.

9 PUBLISHERS ACCEPT TERMS

Judge Bryant Okays Dropping Out of Jury and Three-Fourths of Defendants as Trial Goes On—DeSylva, Feist and Donaldson Firms Alone Continue Case Before Judge for Decision on Law

NOMINAL DAMAGES

Max Mayer has succeeded in cracking up the Mus. Dealers Service, Inc. By a series of settlements, which the jobber effected while his \$1,125,000 anti-trust suit against the MDS and 24 allied publishers was in midtrial before Judge Bryant in the New York Federal Court last week, the central distributing bureau will by April 1 be either a memory or a virtual shell of its original setup. Mayer's case will place the distributing structure of the industry back to where it was when the MDS made its debut 19 months ago.

Of the 12 major defendant publishers, each a charter member of the MDS, three remain to continue the litigation. These were still having their inning before Judge Bryant Monday (yesterday). On the previous Friday (16) contending counsel entered an agreement to discharge the jury, which for nine days had been listening to the evidence in the case, and to leave the issues at law involved solely to the judgment of the court. It was also stipulated that neither party will appeal from the verdict of Judge Bryant, that the judgment liabilities of the remaining defendants will be limited to \$24,000 and that the \$51,000 already collected from defendant publishers in settlement of their cases will not be affected by the court's decision. With the jury out of the way it was figured that a lot of evidence submitting could be eliminated and the end of the trial bridged by at least three weeks. It is now expected that the case will be in the hands of the judge for a verdict by Wednesday (21).

Three major firms which have elected to go through with the trial to a finish are DeSylva, Brown & Henderson, Leo Feist, Inc., and Donaldson, Douglas & Gumble. Others who have opted to signature release documents with Mayer are Harry Bloom, Abe Olman and Bibo-Lang. Mayer last Saturday advised his counsel, Irvin A. Edelman and David L. Podell, that in effecting settlements with the smaller publisher defendants they were to waive the collection of legal or damage fees. It is understood that Mayer has declined to benefit from any of the settlement or judgment money. He has allocated all this to his lawyers to cover their fees and litigation costs. All he said he had wanted was the dissolution of the MDS, and he now hopes that the feuding of the past 19 months would be forgotten and that the old business and personal relationships would be amicably resumed.

Cracking up of the trial came with dramatic suddenness as it went into its second week the previous Monday (12). The plaintiff's side was still presenting its case with Mayer himself on the stand. First to approach the head of Richmond-Mayer Music Co. for a settlement was the Warner Bros. group, composed of Harms, Inc., M. Witmark & Sons, Remick Music Corp., Chappell-Harms, Inc., and T. B. Harms, Inc. As former head owner of Famous Music Corp. the WB lawyers also spoke for this firm. Immediately on the heels of the WB group's approach came an offer to call it quits from Irving Berlin, Inc.

With settlement terms agreed

Chi Theatres Yelp as Cafes Grab Major Share of Dailies' Publicity

Keeping Tabs on Izzy

Izzy played banjo for Jimmy, Lou and Eddie. But Jimmy and Lou went to the Coast and Eddie took himself to Brooklyn. So Izzy went up the Hudson always and became a picture exhibitor with 250 seats at his command.
Now whenever they see Izzy with his banjo case, they know he's doubling, and that the picture is lousy.

upon between Mayer's counsel and the regular legal representatives for the WB and Berlin organizations, this coterie of lawyers took the matter up with Judge Bryant in chambers during a trial recess Monday afternoon. As trial counsel for the MDS and associated publishers, A. S. Gilbert and Francis Gilbert refused to agree to the withdrawal of these defendants from the case. The Gilbert Bros. argued that they were still representing everybody listed among the defendants and as long as they retained this power of attorney there would be no settlements.

Replace Gilberts

Judge Bryant then ruled that before he could consider any motions for discontinuance it would first be necessary that the Warner Bros. and Berlin representation submit an order for the substitution of counsel. The next morning (Tuesday) this order with A. M. Wattenberg replacing the Gilberts for the WB group and Nathan Euzen for Berlin was in the judge's hands and the withdrawal of these firms as defendants soon afterwards also became a matter of court record.
When word of the Warner Bros. and Berlin move was received by the remaining defendants the initial reaction was that of resentment. But soon afterwards a number of these same publishers went scurrying off from the court building to consult their own lawyers.

By Wednesday evening Shapiro-Bernstein & Co. had arrived with Mayer's counsel at a settlement. Jack Mills the following day substituted Samuel J. Buzzell as his trial counsel and also obtained a release, with the withdrawals including Mills Music, Inc., and Lawrence Music Co. Next to settle were Ager, Yellen and Bornstein and Santly Bros. Aggregation of steppersons by this time represented nine out of the 12 original stockholder and charter members of the MDS. Average settlement figure for each of these firms was \$7,500, which brought the tally from this group to \$51,000. Two others to obtain discontinuance before the week ended were Irving Caesar, Inc., and Piedmont Music Co.

Terms of Settlement

Terms of settlement signed by each of these publishing houses were that they would:
1. Sell merchandise to the Richmond-Mayer Music Co. at the discounts and dating and credit arrangements that existed before the organization of the MDS.
2. Give Richmond-Mayer the same wholesaler's price differential that existed before Sept. 1, 1932, and also the same favorable terms and prices as allowed other wholesalers, syndicates or chain stores.
3. Cancel all contracts with the MDS, withdraw the sale and distribution of merchandise through this channel and deal direct with Richmond-Mayer after April 1.
4. Vote, as stockholders, to dissolve the MDS.
5. Agree not to form or be affiliated with any exclusive selling or distributing agency similar to the MDS or organize another combine of its kind.
6. In case of any breach of these conditions Richmond-Mayer was permitted to petition any court in the country for an injunction against them and also sue for damages.

Don't was expressed by a couple

Chicago, March 19.
Theatres locally are yowling against the newspapers for claimed increasing favoritism towards nite clubs in free plugs and exploitation. Theatres complain they spend three to five times as much money with the dailies than the nite clubs, yet the latter are getting the major portion of the breaks.

Situation has come about the development of nite club pages in the show biz sections of the dailies. With the cafe ads a new item of the newspapers the sheets have been boosting cafe and niterie attractions.

In some of the dailies there is a direct ratio between the number of advertising lines and the amount of free publicity copy the cafe receives in return. The larger the ad the more space. Incidentally, this provision for the MDS is a good one inside laugh of show business in Chicago.

In the Chicago American, evening Hearst rag, which is making the greatest play for nite club advertising, the niteries refuse to place any ads unless the paper will guarantee at least a two-column picture. The cafes refuse single column photos.

MPPA EXPECTS RECORD MARCH ON RADIO DISCS

Indications are that the Music Publishers' Protective Association will do a record month from transcription sources. It is expected that the take for March will amount to around \$10,000. Previous monthly take has been \$8,000.

In February the MPPA distributed \$6,800 of transcription coin among the membership. For March, 1933, the intake on radio discs came to about \$6,000.

of MDS officers Saturday (17) that the MDS would go on functioning as a co-operative organization even if Judge Bryant ruled in favor of the remaining defendants. Firms already committed to withdraw represented over 95% of the business that the MDS clears. Indications are that Maurice Richmond, general manager of the MDS, will, after its dissolution return to the jobbing business and that he will operate from the present MDS quarters, taking over the facilities intact from the stockholders. Probable title of the concern is the Richmond Music Dealers Service, Inc.

ust Tell Dealers

By virtue of the release signed with Mayer's counsel the ex-defendant publishers are also committed to notify all dealers in the music business that on and after April 1 the latter will be free to deal with jobbers or the publishers direct. Also that they have cancelled their affiliations with the MDS.

To those of the trade who have been attending the trial's sessions regularly Friday (18) developed one of the most interesting episodes of the entire stretch. It was during this period that counsel for the defense sought to disprove Mayer's contention that promotions in the American Society of Composers, Authors and Publishers and demotions had had a lot to do with influencing publishers to throw their lot with the MDS. The Gilberts, assistant to E. C. Mills, general manager of ASCAP, on the stand to refute this allegation.

In support of their claim that the ASCAP classification committee for the publishers had jockeyed ratings in the drive for MDS members, the lawyers for Mayer cited the alleged case of Kelt-Engel, Inc. In October, 1932, that firm joined the MDS on a non-exclusive basis and shortly afterwards, the plaintiff's counsel contended, Kelt-Engel made a protest against its rating of CC, but the partnership was turned down.

"Wanna buy a Penner?"



Excerpts from Variety...

Penn (Loew's-UA) (3,300: 25-40-55-60-75)—"Six of a Kind" (Far) and Joe Penner in person. Radio come has 'em storming the gates as they haven't been stormed in years and should be a cinch to push into the coffers. That's top money here for two or three years. Last week "Moulin Rouge" (UA) disappointing at under \$10,000.

PENN, PITTSBURGH

Pittsburgh, March 9. Management had to call out the police to hold back crowds storming b.o. for first show this morning. First time Penn has seen anything like it since boom days of 1929. The magnet's Joe Penner and Penner alone. Picture. and remainder of show can be tossed in ash-can as far as business draft is concerned, for it's the duck salesman who's doing it and will continue to do it for remainder of week.

Penner should give this site its biggest week in couple of years and turn a neat profit for a house that certainly needs a profit for a change. . . . Now, with an international radio rep. with the kids all over the country promising to be good if they can stay up and listen to his Sunday night broadcasts, he's nothing short of sensational.

Above Variety figures were estimates... the actual gross was over \$38,000.00—and attendance 99,840—in six days!!!
NOW—Proctor's Newark breaking records daily

FLASH